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BROADCASTING TELECASTING

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NBC Moves to Study Rate Picture
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Radio Commercial's 4th Birthday Marked
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Climate Group Labels WG 'Red' Dominated
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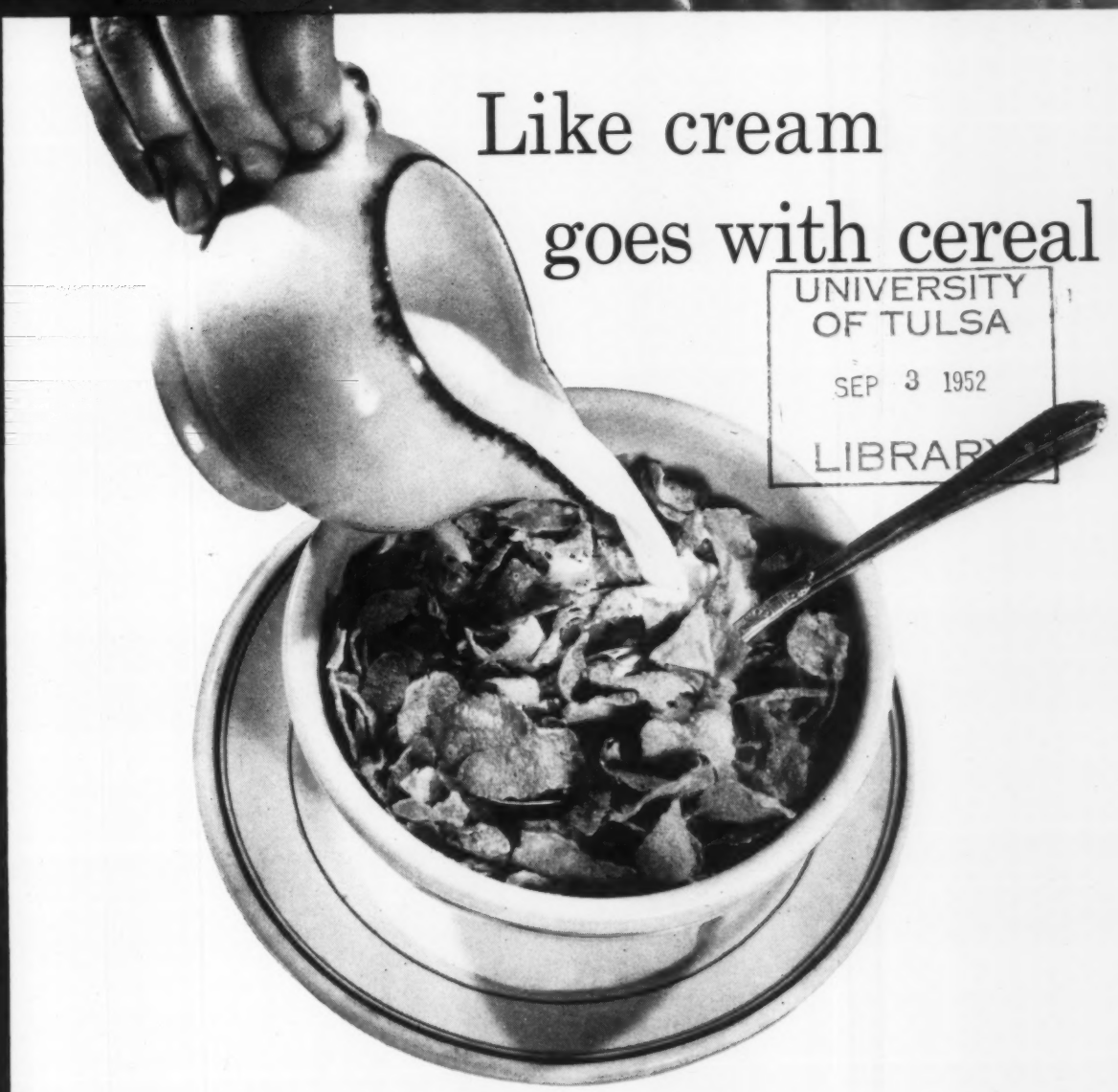
TELECASTING
Begins on Page 55

21ST year

The New Weekly of Radio and Television



More-listeners-per-dollar and W-I-T-H go together just like cream goes with cereal. It's a natural combination!

Baltimore retailers know all about this. *That's why W-I-T-H carries the advertising of twice as many of them as any station in town!*

These more-listeners-per-dollar that W-I-T-H delivers mean *low cost results!* That's what you want from radio, isn't it?

Let W-I-T-H produce for you too—at low, LOW cost! Your Forjoe man will give you the whole story.

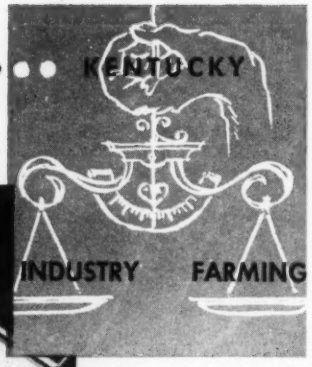
W-I-T-H

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

XUM

Go where there's GROWTH.....



Cigarettes and Corn

Kentucky produces 33% of the nation's cigarettes. And Kentucky-made tobacco products should exceed the record 1951 income of $357,000,000 with recent plant expansions by Phillip Morris & Company, R. J. Reynolds Tobacco Company and the Brown & Williamson Tobacco Corporation.

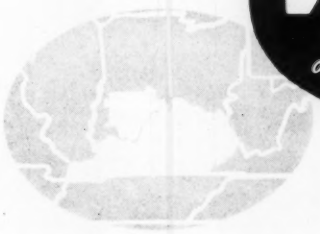
Kentucky's industrial gains are paralleled by farm production records. Kentucky's corn crops have brought banner harvests since 1948. Kentucky leads the entire Southeast in livestock on farms and much of the state's corn crop goes to feed the 3,917,999 head valued at $322,769,000.

Go where there's GROWTH...

GO WHAS!

No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.
(Benson and Benson)

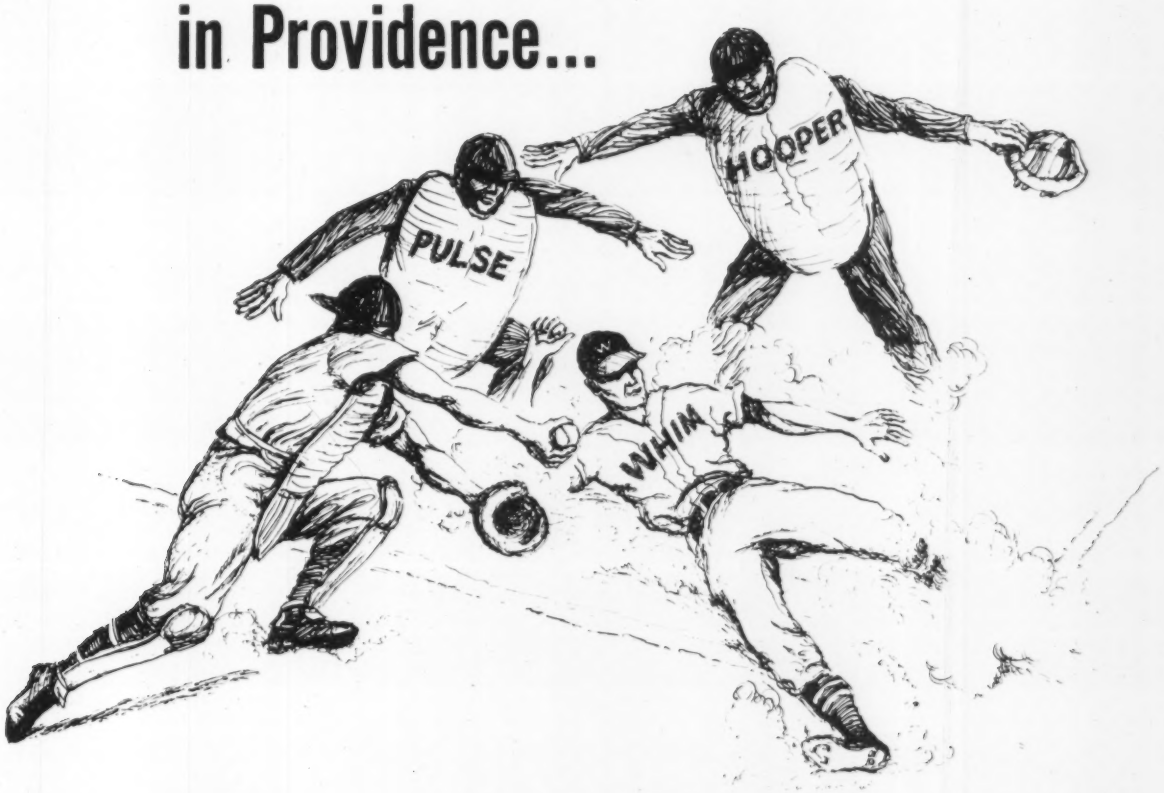
CBS
WHAS
Louisville, Kentucky



THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

You're SAFE with WHIM in Providence...



and two Umpires behind the plate, prove it!

Whether in Hooper's "City Area" or Pulse's "Three County Area"-
WHIM'S local programming leads all competition. Here's proof!

Hooper Box Score

MARCH - APRIL 1952
MONDAY-FRIDAY 8AM-6PM

Number of station programs in locally produced top 25.

WHIM	NET STA.A	NET STA.B	NET STA.C	NET STA.D
16	5	3	1	0

Pulse Box Score

MARCH - APRIL 1952
MONDAY-FRIDAY 6AM-6PM

Number of station programs in locally produced top 25.

WHIM	NET STA.A	NET STA.B	NET STA.C	NET STA.D
17	7	0	1	0

1000 watts **WHIM** 1110 kc
Providence, Rhode Island
Represented Nationally by the Headley-Reed Company

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4 D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

CIRCUS DAY

at Pennsylvania's Summer Health Camps

Every summer, the physically-handicapped boys and girls at Pennsylvania's summer health camps celebrate "Circus Day." The youngsters plan the entire event themselves — even make their own costumes and props. To bring viewers the heart-warming story of "Circus Day," WGAL-TV's Kay Cuskey recently interviewed Robert H. Royer, Public Relations Director for Pennsylvania's Society for Crippled Children and Adults, on her regular Friday afternoon program, "Today with Kay." Participating in the interview was Phylene Ressler. This is not the first time the health camps have been featured on WGAL-TV. On several occasions, WGAL-TV has shown the departure of crippled children for the camps, and in July, the station covered the dedication of a new camp at Highspire, Pennsylvania. WGAL-TV welcomes every opportunity to show its viewers the "inside" picture of Pennsylvania's summer health camps, where handicapped children are given an opportunity to enjoy the fun and excitement that are so important to "growing up."

WGAL-TV

LANCASTER, PENNSYLVANIA

A Steinman Station

Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago San Francisco Los Angeles

XUM

at deadline

CLOSED CIRCUIT

DISCONTENT with program ratings, both in radio and television causing retrenchment by at least three well known audience measurement firms with one considering suspending its report. At same time another national rating service reports business good as it opens three new cities.

FORMAL ANNOUNCEMENT should be made any day now by ABC of appointment of station representatives for all 10 of its owned and operated stations (5 AM, 5 TV) to be whacked up between Edward Petry & Co. and John Blair organization (see story page 24). Appointments will set precedent in outside representation of network owned operations.

RE ABC, there were still loose ends at Friday deadline with negotiations reportedly still in progress. Line-up now is that Blair & Co. and Blair-TV will take over Chicago (WENR-AM-TV) and Detroit (WXYZ-AM-TV) with Petry to represent New York (WJZ-AM-TV) and San Francisco (KGO-AM-TV). Blair Co. already handles WLS, which shares 890 kc channel with WENR, so it will get full representation of that clear channel. Fifth market—Los Angeles—where ABC has KECA-AM-TV—remains to be allocated but it's expected Petry will get it. Blair Co. now represents KHJ-Don Lee and Blair-TV KTTV, while Petry represents KFI and KHJ-TV.

LINNEA NELSON, former head of timebuying for J. Walter Thompson Co., N. Y., has been drafted temporarily from retirement by Kudner Agency, N. Y., to take charge of all timebuying on policy level for Gen. Eisenhower's Republican Presidential campaign. Miss Nelson will be at 575 Madison Ave., N. Y. After campaign she will return to her voluntary retirement.

TWO OF remaining five hold-outs on CBS new rate discount plan—Cowles' stations KRNT Des Moines and WNAX Yankton—expected to join fold through compromise which calls for one-year contract with 60 day cancellation clause (see story page 23). Understood stations refused to accept blanket deal on advice of counsel who recommended arm's length transaction.

WASHINGTON practitioners are evincing concern over what they regard as slow-down on part of FCC lawyers in processing of applications of all kinds on ground that new McFarland law, which became effective July 16, requires tedious and painstaking procedures before FCC can move. Some practitioners view this as deliberate effort to impeach measure and at same time retaliate against industry supporters of bill which FCC lawyers sought to sabotage from committee to White House during four years of pendency.

WITH APPROVAL by FCC of transfer of KOA Denver to new group headed by Bob

(Continued on page 6)

TRIPLE DAMAGES ASKED BY WMAN

TRIPLE damage suit for losses suffered because *Mansfield* (Ohio) *News-Journal* conspired to keep advertisers off air was filed by WMAN Mansfield, Ohio, in Cleveland U. S. District Court last week. Station, which asked $1,282,749 damages, said Mansfield newspaper kept local merchants from buying air time by refusing to accept their space advertising if they advertised over WMAN. *News-Journal* accepted consent decree in government anti-trust suit on same charges early this year [B•T, Jan. 21]. Newspaper is owned by Samuel A. and Isadore Horvitz, also publishers of *Lorain* (Ohio) *Journal* which was found guilty of similar anti-trust activities against WEOL Elyria, Ohio, by Supreme Court last year [B•T, Dec. 17, 1951]. WEOL civil suit against *Lorain Journal* for $1 million treble damages is scheduled to be heard in Cleveland U. S. District Court this winter.

63 SIGN FOR FOOTBALL

DUMONT TV Network reports 63 stations signed to carry its telecasts of 28 regular games of National Football League teams this fall, starting Sept. 28. DuMont will cover as many as three contests in single day on split-network basis. Sponsorship being shared by Miller Brewing Co., Milwaukee; Atlantic Refining Co., Philadelphia, and Brewing Corp. of America, Cleveland, and in some cities games are sponsored on cooperative basis.

GAME OF WEEK CO-OP

MUTUAL to offer its Saturday football *Game of the Week* this fall for co-op sponsorship, officials said Friday. First game to be aired will be Purdue-Penn State contest Sept. 27. Schedule will continue through Milk Bowl game Dec. 6.

BUSINESS BRIEFLY

300-MARKET CAMPAIGN ● Pharmaco (Feen-a-Mint) preparing radio spot announcement campaign in 300 markets starting Sept. 15 for 32 weeks. Agency is Doherty, Clifford & Shenfield, N. Y.

MARGARINE SALES DRIVE ● J. H. Filbert, Baltimore (margarine), through Sullivan, Stauffer, Colwell & Bayles, N. Y., preparing spot announcement radio and TV campaign to start Sept. 15 in eastern portion of country.

FORD CAMPAIGN ● Ford Dealers Advertising Fund, through J. Walter Thompson Co., N. Y., preparing spot radio campaign in Illinois and Mississippi which may be forerunner of similar campaign in other districts. Starts Sept. 15.

AGENCY FOR HUTCHINSON ● Hutchinson Chemical Co., Chicago (waterproof wax), names Roberts, MacAvinche & Sennse, same city, as its agency. TV will be used to introduce new product.

ICE CREAM SPOTS ● Foremost Dairies, N. Y. (half-gallon ice cream containers), through Fletcher D. Richards agency, also N. Y., starting spot radio campaign tomorrow (Sept. 2) to run through end of year in limited number of markets.

FOREIGN LANGUAGE VOTE ● Champlain Co., N. Y., advertiser representative, compiling list of foreign language quarter-hour programs with live talent for possible

(Continued on page 90)

FCC Proposes Channel 4 at Irwin, Pa.

PROPOSED rule-making proceeding looking towards assignment of VHF Channel 4 to Irwin, Pa.—thereby solving greater Pittsburgh bottleneck involving that channel—was announced by FCC Friday.

Action, by FCC Chairman Paul A. Walker and Comrs. George Sterling, Frieda B. Hennock and Paul Bartley, was taken upon petition of Pittsburgh Mayor David L. Lawrence [B•T, Aug. 18]. Irwin is 17 miles from Pittsburgh, hence falls outside 15-mile rule and permits amendment of allocation table at this time.

Commission set Sept. 19 as deadline for filing of comments on proposal.

Pittsburgh now is assigned VHF Channels 2, 11 and *13 (reserved for education) and UHF Channels 16, 47 and 53. WDTV (TV), only operating station there, is presently on Channel 3, will switch to Channel 2 under provisions of Sixth Report finalizing TV reallocation [B•T, April 14].

Concurrent with action on Mayor Lawrence's petition, Commission by memorandum opinions and orders deferred action with respect to petition of WLOA Braddock, Pa., which seeks assignment of Channel 4 there, and denied petition of WCAE Pittsburgh which seeks deletion of VHF Channel 9 from Wheeling-Steubenville and assignment of Channels 9 and 4 to Pittsburgh [B•T, June 30].

WLOA, one of first to protest FCC's failure to assign Channel 4 to Pittsburgh because it violated minimum spacing with Columbus, Ohio, by only fraction of mile, has appeal pending with U. S. Court of Appeals for District of Columbia on case as also does WWSW Pittsburgh [B•T, June 16, 9]. Court ruled in early August WLOA could seek relief before both court and FCC at same time and ruled FCC could act even though appeal was pending [B•T, Aug. 11].

Proposal to employ Mayor Lawrence's suggestion to add Channel 4 at Irwin was made by Commission on grounds petition "complies with Sec. 3.609 of the Commission's rules in that it proposes an assignment of a television channel in a community which is not listed in the table and is not within 15 miles of a city so listed, which proposed assignment complies with the minimum separations set forth in the Commission rules and does not require any deletions or substitutions of channels in any community listed in the table."

for more AT DEADLINE turn page

at deadline

HYDE EXPLAINS TV PLAN; HENNOCK SPEAKS IN TEXAS

TV RECEIVER unable to receive UHF is not offering complete TV service, FCC Comr. Rosel H. Hyde told Aug. 29 luncheon audience of IRE and Western Electronic Manufacturers Assn. at Long Beach, Calif. UHF is an "integral part of one TV plan," Commissioner said. Mr. Hyde cited five reasons for adopting TV allocation plan as Commission did, stated it meant more simple and less costly applications and grants. Reasons: (1) Efficient use of spectrum; (2) service to all people in U. S.; (3) permitted educational assignments; (4) permitted border assignments without need for diplomatic negotiations on each grant; (5) administrative necessity—without fixed plan, one application could tie up hundreds of others in vast areas of country.

Meanwhile, Comr. Frieda B. Hennock, in speech scheduled to be delivered at Aug. 30 U. of Houston commencement exercises, called for combination of all educational, cultural and civic organizations to aid U. of Houston and Houston school system in operating its educational station (granted Aug. 20). She also urged formation of "Public Committee of Viewers" to act as advisors to station.

CHARGE TV APPLICATION NOT IN GOOD FAITH

WHAT should FCC do when there are two TV channels open in city, but applicant files for frequency already applied for? That was question posed for Commission last week by KGU-*Honolulu Advertiser*. KGU applied for Channel 4 June 4 and same wavelength was requested by KPOA Honolulu July 2—although Channels 9 and 13 were still unsought, KGU complaint said.

In letter to Commission, after notification hearing must be held, 30-year-old KGU charged KPOA application not filed in good faith. Grounds given for allegation were:

(1) KGU announced plans to file for Channel 4 May 11, well in advance of its filing and that of KPOA; (2) KPOA did nothing about amending application for available frequencies even after conflict was called to its attention; (3) KPOA application resembles KGU's in some instances and its proposed coverage, studios, programs and expenditures were an "obvious attempt to outbid" KGU; (4) KPOA application defective regarding details of $50,000 bank loan and in not supplying partnership agreement called for by temporary processing procedure.

Grant of its application without hearing was asked by KGU, with KPOA permitted to seek Channel 13 still unrequested. Or, KGU said, give it conditional grant pending hearing with KPOA, or dismiss KPOA application. KPOA is owned by John D. Keating and J. Elroy McCaw, who also own KILA Hilo.

Meanwhile, KGU amended its application to meet KPOA proposals and to comply with technical defect found by FCC engineers.

RECORDING FEES INCREASE

TOTAL contributions received by Music Performance Trust Fund, financed by phonograph record and transcription manufacturing fees, amounted to $946,000 for first half of 1952 compared to $870,000 during last half of 1951, according to report by Samuel R. Rosenbaum, trustee. Sum of $1 million was allocated June 1 for musical performances during last half of year. In first half, 3,567 separate projects calling for 6,352 performances involving 54,000 instrumental performers were carried out with trust funds.

In this Issue—

WILL NBC be the next radio network to slash its charges to sponsors? The answer probably will come this week at an NBC radio affiliates meeting in Chicago—not unlike the one at which the CBS Radio discount plan was worked out. *Page 23.*

THERE's no need for radio broadcasters to head for the hills when TV comes to town. Here's a reassuring story from 22 midwestern radio stations that have not only survived but profited since TV competition developed. *Page 30.*

ABC will turn national sales representation of its 10 owned and operated stations over to Edward Petry & Co. and John Blair & Co. It will be the biggest representative appointment in history and a radical change from past network practice. *Page 24.*

TV networks still have 25 hours of time to sell by October if they are to match their business volume of October, 1951. But everybody agrees they'll make it. *Page 25.*

EIGHT big sponsors take on new agencies; $10 million billings involved. *Page 23.*

THE commercial is 30 years old. A birthday salute to WNBC New York, where the first one was broadcast. *Page 26.*

POLITICAL parties buy $400,000 worth of time for campaign kick-offs. *Page 29.*

SENATE Internal Security Committee sees Red menace in Radio Writers Guild. *Page 27.*

THREE more TV stations granted, making total of 43 the FCC has okayed since the thaw. *Page 57.*

IN JULY gross billings on radio networks were $9,538,394 and on television networks $10,351,177. *Page 25.*

Upcoming

Sept. 3-4: NBC and affiliates — SPAC meeting, Chicago.

Sept. 4-5: NARTB District 15 meeting, Mark Hopkins Hotel, San Francisco.

Sept. 4-6: Board of Governors, Canadian Broadcasting Corp., Radio Canada Bldg., Montreal.

Sept. 5: BAB Sales Clinic, Chicago.

(Other Upcoming, Page 36)

Closed Circuit

(Continued from page 5)

Hope and Mayor Quigg Newton of Denver for $2,250,000 (story page 27). Don Searle, former ABC vice president and president of KMMJ Grand Island, Nebr. and KXXX Colby, Kans., will become directing head, moving to Denver from Los Angeles. Expected he will get with minority interest in station.

FINAL REPORT of industry- government ad hoc committee studying problems of tall TV towers and their potential hazard to air navigation is to be submitted this week to FCC Comr. E. M. Webster and CAA Deputy Administrator F. B. Lee, who presided over special conference on subject last spring [B•T, April 28]. Members of ad hoc group studied draft over weekend, must make final comment by Tuesday to John R. Evans, chief of Aviation Division, FCC Safety and Special Services Bureau.

TALL TOWER fears of aviation people will be dissipated by one part of ad hoc report, compiled by Robert L. Kennedy, consulting engineer, which will show majority of proposed TV towers will be under 600 ft. [B•T, June 23]. When Sixth Report was issued in April, aviation interests saw 2,000-ft. towers sprouting everywhere. Kennedy report shows that of first 600 TV applications, only one specifies tower over 1,500 ft.; 23 over 1,000 ft. Almost 80% are under 600 ft.

READY FOR filing is new application (third) for remaining VHF channel 10 in Norfolk area by Chesapeake Services Inc., in which General Teleradio (General Tire-Mutual-Don Lee-WOR) will own substantial minority. Majority to be held by prominent Norfolk area businessmen plus Ben Strouse, general manager of WWDC Washington, who serves as consultant. Among Virginians are Harry Price Jr., members of Hofheimer family, Pretlow Darden, brother of former governor, and John Twohy II. Financing expected to show $200,000 paid in plus $400,000 in lease financing through General Teleradio.

MIGRATION of broadcast plants from downtown city areas to suburban to acquire more elbow room for TV, as well as to effect economies through centralized operation, continues to spread. Following on heels of move of WMAL-AM-TV and planned construction by WTOP-AM-TV Washington in suburban area, WRC-AM-TV (NBC owned) contemplates moving its operations from downtown Trans-Lux Building to TV transmitter site at Wardman Park Hotel.

THAT Robert G. Venn, whose name is appearing in news reports as originator of Talkathon, used so effectively by County Judge Cherry in Arkansas and Senatorial Candidate Schmitt in Wisconsin, is well known in broadcast circles. He was in venture which become WTVJ, Miami's pioneer TV station, and also was identified with ownership of WMIE Miami.

AT HELM of NARTB committee to revive radio Standards of Practice, with rate-cutting and other throat-slitting practices included, will be John F. Meagher, KYSM Mankato, Minn., long active in association affairs.

for more AT DEADLINE see page 90

XUM

TRANSIT RADIO, INC.

Announces The

Appointment Of

FOR JOE and COMPANY, Inc.

As

NATIONAL SALES REPRESENTATIVES

Effective August 1, 1952

WKRC-FM —Cincinnati, Ohio
WWDC-FM—Washington, D. C.
WBUZ —Bradbury Heights, Md.
KCMO-FM —Kansas City, Mo.
WKJF —Pittsburgh, Pa.
KXOK-FM —St. Louis, Mo.
KTNT —Tacoma, Wash.
WTOA —Trenton, N. J.
WGTR-FM —Worcester, Mass.

Advertisement

From where I sit *by* Joe Marsh

Narrow Town—Broad Outlook

The wife's cousin Wilson, and Susan his new bride are just back from honeymooning in the Rockies. Took them to dinner last night at the Garden Tavern. Naturally, Wilson told about his trip:—

"Went through a town in Idaho that was only about 100 feet wide. No kidding! Built into a long, narrow canyon. And it shares those 100 feet with a railroad track that runs right through the hotel!

"To get gas there we had to park right on the tracks. Suddenly Susan screams—'there's a train coming!' But the gas fellow just laughs and says we were there first. Blamed if the engineer didn't stop for us, too, and wait 'til we were through. That's the way they do things out there all the time."

From where I sit, it's a good illustration of how people can learn to "think of the other fellow" so that the whole community benefits. Railroaders and townspeople, Democrats and Republicans, malted milk fanciers and those who prefer a temperate glass of beer—we all have to share the same space. Let's maintain our neighbor's "right of way."

Joe Marsh

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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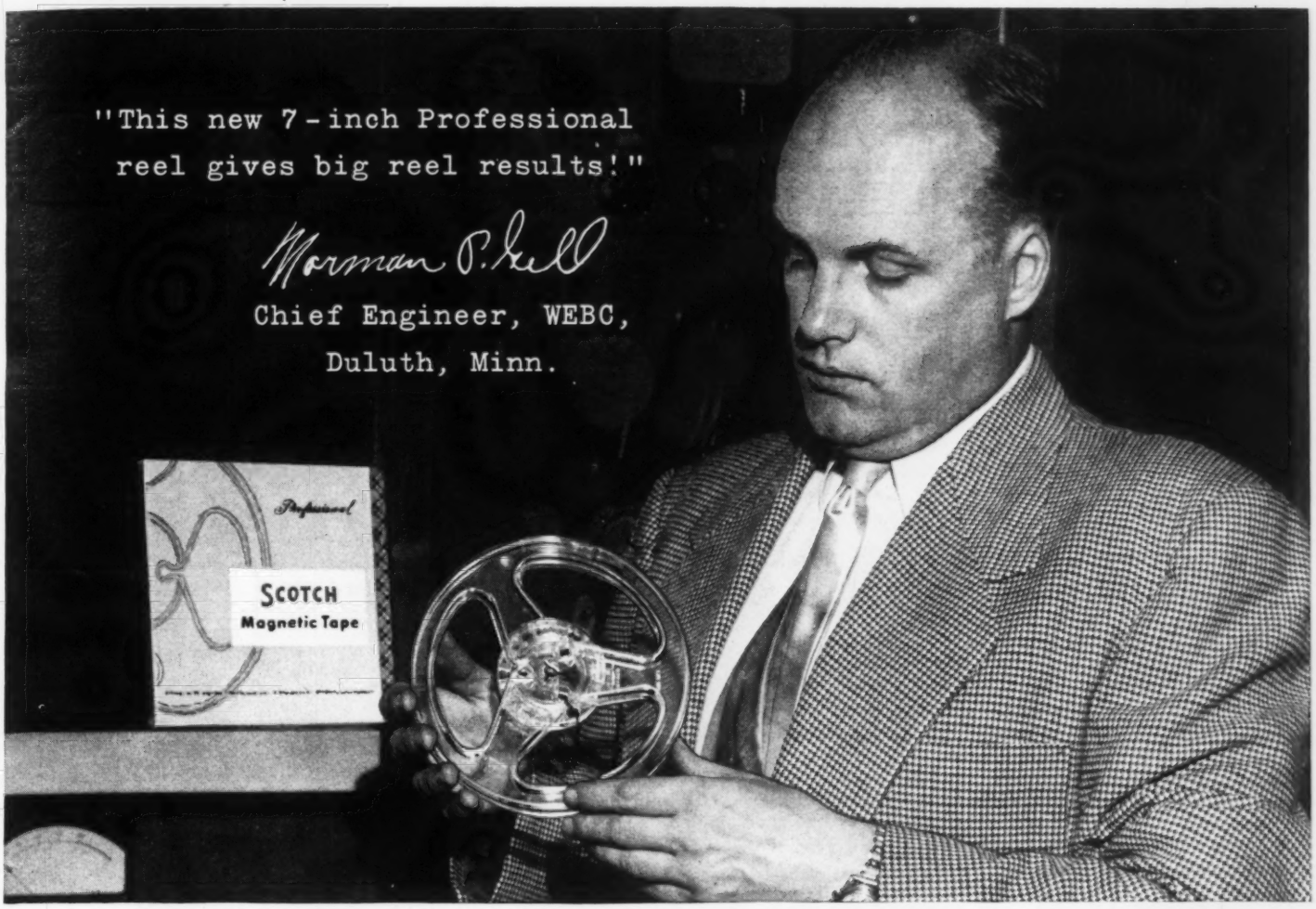


It's the new large-hub 7-inch professional reel of "SCOTCH" Magnetic Tape!

✓ **CUTS TIMING ERRORS!** New larger hub reduces tension changes, cuts timing errors 50%.

✓ **REDUCES PITCH CHANGES!** Lower hub-to-outside-diameter ratio means a marked reduction in pitch changes between spliced portions of broadcasts.

✓ **LESS VIBRATION, FASTER REWIND!** Bigger hub produces 10% faster rewind speed, yet rotational speed is lower than that of the standard reel. Operation is so smooth that wear on equipment is cut, with resulting maintenance savings.

New improved tape matches reel improvements!

Supplied on the new 7" professional reel is a new type of magnetic tape that offers many technical advantages:

- New "Dry Lubricating" process eliminates tape and head squeal, produces a tape that turns in a faultless performance in extreme heat and humidity.
- New thinner construction allows more than 1200 feet of tape to be wound on the new 7" reel despite larger hub. Magnetic properties of this new tape are identical in every respect to the older "Scotch" Brand #111-A tape, the industry's standard of quality.
- Tape supplied on the new reel is 100% splice-free.
- Output variation is guaranteed to be less than plus or minus ¼ db at 1,000 cps within the reel, and less than plus or minus ½ db from reel to reel.

REG. U.S. PAT. OFF.

SCOTCH BRAND **MAGNETIC TAPE**

Your supplier has the new "Scotch" Brand 7" professional reel with the new Dry Lubricated tape. See him today!

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

new business

Spot . . .

EAGLE PAINT Co., N. Y., placing fall campaign in women's participation radio shows in half-dozen East Coast markets. Agency: Albert Weisberg, N. Y.

DURHAM LIFE INSURANCE Co., Raleigh, N. C., has signed to sponsor nine Southern Conference football games on WPTF Raleigh and WSJS Winston-Salem. Firm is placing business direct.

INTERSTATE BAKERIES Corp., L. A. (Log Cabin bread), starts spot announcement campaign on KNX Hollywood, Sept. 15-21; KHJ and KLAC, Sept. 22-26; KFWB that city and KECA Los Angeles, Sept. 29-Oct. 3. TV is scheduled for Oct. Agency: Dan B. Miner Co., L. A.

MICHIGAN NATIONAL BANK, located in seven Michigan cities, will sponsor 20- and 60-second TV film spots on WJIM-TV Lansing, WOOD-TV Grand Rapids and WKZO-TV Kalamazoo. Agency: Buchen Co., Chicago.

WONDER TRAY Co., Monterey Park, Calif. (household plastic tray), starts spot announcement and participation campaign on KTTV (TV) KNBH (TV) KNXT (TV) and KLAC-TV Hollywood, for 52 weeks from Sept. 1. Agency: Action in Advertising, L. A.

BU-TAY PRODUCTS Ltd., L. A. (Rain Drops water softener), on Sept. 9 starts one-minute participation in Chet Huntley's Tues. and Thurs., 5:30-5:45 p.m. PST, broadcasts on 29 Pacific Coast ABC stations, for 13 weeks. Agency: Dan B. Miner, L. A.

Network . . .

KELLOGG Co., Battle Creek, Mich., will sponsor first half hour of *Super Circus* [B•T, Aug. 11] Sun., 4-5 p.m. CDT on ABC-TV effective Sept. 28. Agency: Leo Burnett Co., Chicago.

SEABROOK FARMS Inc., Bridgeton, N. J. (frozen foods), to sponsor *Private Files of Matthew Bell* on Mutual starting Sept. 7, Sun., 4:30-4:55 p.m. EDT. Agency: Hilton & Riggio, N. Y.

GRUEN WATCH Co. will sponsor Walter Winchell in his TV debut effective Oct. 5 on ABC-TV, Sun., 6:45-7 p.m. This advertiser also sponsors Mr. Winchell's radio show on ABC radio, Sun. 9-9:15 p.m. Show will be carried on 26 ABC-TV stations and on 343 radio stations. Agency: McCann-Erickson, N. Y.

SEALY Inc., Chicago (mattresses), signs for alternate week sponsorship of *Balance Your Budget* on CBS-TV, Sat., 10-10:30 p.m. effective Oct. 18. Agency: Olian Adv., Chicago.

CURTIS Pub. Co. renews *Keep Posted* on DuMont TV Network, Tues., 8:30-9 p.m. for 52 weeks, effective Oct. 7. Agency: BBDO, N. Y.

I. J. GRASS NOODLE Co., Chicago (dehydrated soup and noodle products), planning first radio network campaign for fall. Agency: Phil Gordon Agency, Chicago. Account executive is HARRY FEUER.

WINE Corp. of America (Mogen David wine) sponsoring *Where Was I?*, quiz show, on DuMont TV Network, Tues., 9-9:30 p.m. as replacement for *Charlie Wild, Private Detective*. Agency: Weiss & Geller, N. Y.

SHWAYDER BROS., Denver (Samsonite luggage), to sponsor quarter hour segment of *Welcome Travelers*, NBC-TV, Fri., 2:30-3 p.m. effective Sept. 26 (See story page 52). Agency: Gray Adv., N. Y.

SHIPSTADS & JOHNSON ICE FOLLIES of 1953 will sponsor its West Coast premiers on 60 ABC Radio stations, Thurs., Sept. 4, 9-9:30 p.m.

(Continued on page 52)

IN SYRACUSE . . . TELEVISION SUPPLEMENTS RADIO

. . . Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate *surveys of television homes* show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request). Here are the results:

Survey	Date	Number of Homes Called	Number of TV Homes	TV Homes Only, Average Hours per Day	
				Radio	Television
No. 1	Oct. 51	763	493	2.90	4.50
No. 2	Dec. '51	704	493	3.24	4.76
Combined		1467	986	3.07	4.52

The Survey Also Showed:

1. An average of 2.4 radios per TV home.
2. 61 radios purchased *after* the homes had television.
3. Average of 4.4 hours per day of radio listening in non-TV homes.
4. Comparative loss of radio listening time in TV homes—only 30%.

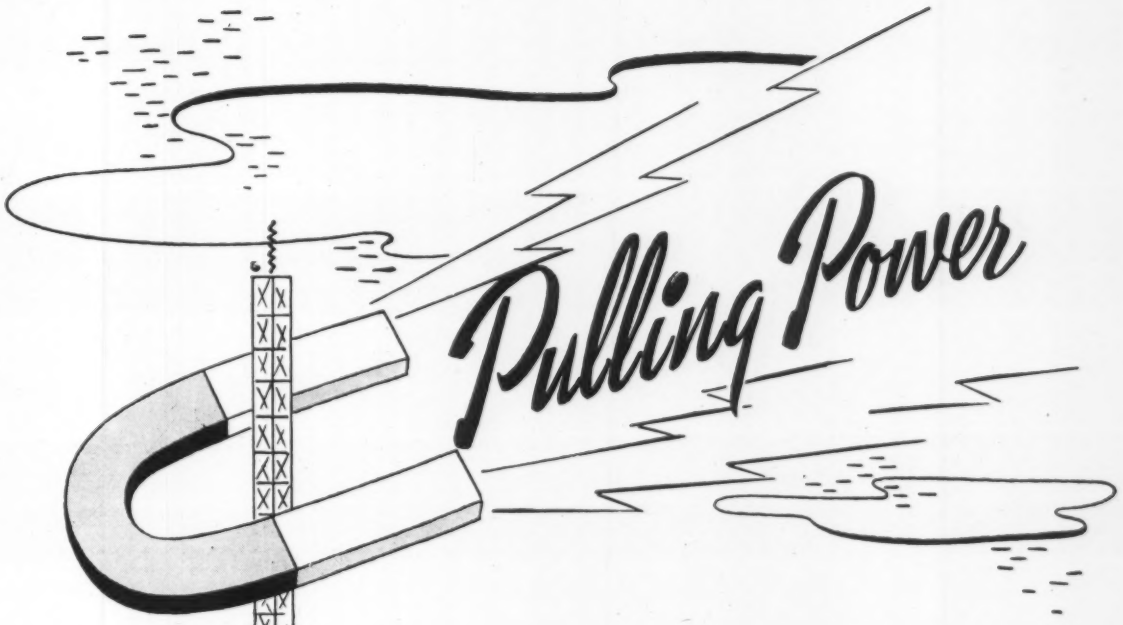
The combined radio-listening and TV-viewing time of 7.59 hours per day proves that TV has *not* replaced radio—merely *supplements* it as a source of information and entertainment.

Another Significant Fact . . . WSYR BLANKETS RICH CENTRAL NEW YORK

WSYR SYRACUSE 570 KC

NBC Affiliate. WSYR-AM-FM-TV . . . the Only Complete Broadcast Institution in Central New York. Headley-Reed, National Representative.

XUM



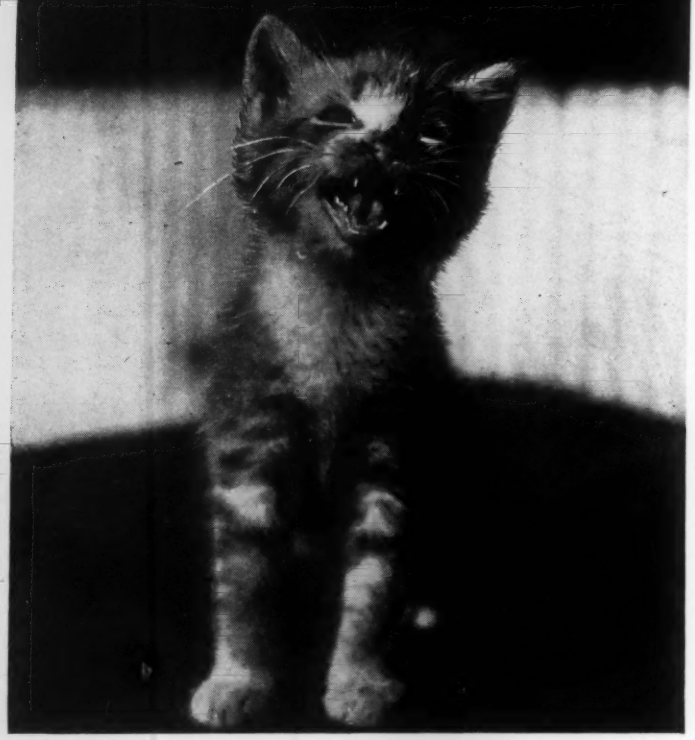
WREC engineering perfection and high quality, diversified programming continue to draw the largest audience of any Memphis radio station. Adequate power for complete coverage of this $2,000,000,000 market offers a powerful pull for advertisers, too. And, the cost is actually 10.1% LESS per thousand listeners than in 1946! WREC prestige is another magnetic factor in bringing in greater sales returns for every dollar invested.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS, 600 KC, 5000 WATTS

ABOUT OUR BETTER MOUSETRAP . . .



If you had a real mouse problem you'd surely select an *active*, rather than a passive method of catching mice.

A baited spring trap will catch mice, but the mouse must come to *it*. The best method is the employment of the services of a lean, ill-disposed and aggressive cat, for *the cat goes to the mouse* and that gets results!

How about your radio schedules? Are you buying on baited traps or good active cats?

May we suggest the services of the biggest cat in the teeming Oklahoma City market? It's 50kw KOMA, the CBS Radio equipped denizen that goes out and gets the listener with generous promotion, strong local programming and a 25 year old knowledge of their listening habits.

KOMA *Avery-Knodel, INC.*

AFFILIATED WITH KTUL, TULSA — RADIO STATION REPRESENTATIVES

50,000 WATTS • CBS RADIO

J. J. BERNARD *Vice-President and General Manager*

agency

MILTON L. KIEBLER and **LEE M. RICH**, manager of outdoor space buying department and assistant media director, respectively, promoted to media supervisors, Benton & Bowles, N. Y.

JOHN P. BEGLEY Jr., associate editor, *Diesel Power and Diesel Transportation*, to Kudner Agency, N. Y., on copy staff.

CARL J. EASTMAN, vice president and Pacific Coast manager, N. W. Ayer & Son, to Umland & Co., S. F. Expanded agency is now **UMLAND-EASTMAN-BECKER** Inc.

FORREST E. FICKLING, sportscaster, CBS Radio, Hollywood, to Western Adv., L. A., as director of publicity.

PAT MOSELEY to Olian Adv., St. Louis, as radio-TV director and producer replacing **MARGARET HART NELSON** who resigns but will serve agency as consultant.

on all accounts

AMBITIOUS broadcast plans are in the works at J. Walter Thompson Co., Chicago, where Peter J. Cavallo Jr., radio and television director, is reorganizing departmental functions and setting aloft a few trial balloons.

An admixture of writer, musician, composer, producer and arranger for leading forms of mass communication media—radio, television, motion pictures and the concert stage — Mr. Cavallo has shuffled about a lot of theories to decide what the agency practice is to be.

Initially, he will test the relative value of perpendicular (as opposed to horizontal) inter-departmental structure, adopting the former with members of his staff as client contacts on broadcast business. In this way, the delay of having a go-between on the general account staff is eliminated, and a closer relationship established directly with the client.

The agency also will set up for the first time a research division within its broadcast department, where problems heretofore looked after by individual radio-TV staffers will be handled by one man and his assistants. The new research staff will, besides solving quantitative problems, conduct intensive qualitative analysis, seeking answers to such intangibles as the degree of compatibility between the commercial and the entertainment on a program, how this is reflected in sales, and why.

Mr. Cavallo will make use of his knowledge of mass psychology to determine, for example, how members of an audience can be conditioned to greater receptivity for the commercial message, and spurred to actual purchase. With increased interest in and necessity for an understanding of merchandising and point-of-sale promotion by broadcast executives, he hopes to progress to the purchase of a radio or TV show with analysis of the client's need, followed by study as to what product is to be sold, to whom, how the buyer needs to be stimulated, and by what methods. The final step would be development of the proper broadcast vehicle.

Mr. CAVALLO

Allied closely to all phases of show business, Mr. Cavallo has been active in the music business since 1923. He worked with his father, a prominent symphonic band conductor, Peter A. Cavallo Sr., for many years. He also started the nationally-known Waa-Mu

(Continued on page 50)

XUM

beat

O. FREDERICK BATES, assistant to president of Fred W. Amend Co. (candy), to Henri, Hurst & McDonald, Chicago.

L. F. CHITTY, media manager of Toronto office of Cockfield, Brown & Co. Ltd., named assistant to managing director succeeded by HUGH FINDLAY, assistant media manager of Cockfield, Brown & Co. Ltd., Montreal.

V. M. BARTON, assistant to president of Apex Film Corp., Hollywood, to Western Adv., L. A., as assistant to MILTON V. CARLSON, vice president in charge of radio-TV.

MAC REARDON, manager, Maxon Agency, Syracuse, to account staff, Gardner Adv., St. Louis, as manager on Monsanto Chemical account.

J. EDWARD COOMBS, account executive, Price, Robinson & Frank Inc., Chicago, appointed general manager.

KENNETH HOEL appointed director of public relations and promotion, G. Norman Burk Inc., Pittsburgh.

GORDON M. GUMPERTZ, copy director, Ross Sawyer Adv., Pasadena, to Davis & Co., L. A., in similar capacity.

KENNETH TORGERSON, Knox-Reeves Adv., Minneapolis, to Benton & Bowles, N. Y., as media supervisor.

JOHN D. HALLAREN and DON SHELDON, vice president in charge of "Alert America" convoys and sales manager of Frederic Blank & Co., respectively, to Fuller & Smith & Ross, N. Y., as account executives.

GEORGE L. RAPPAPORT, art director, Anderson-McConnell Adv., L. A., named chairman of Art Directors Club annual "The Thing" ball, Oct. 18, that city.

ANN OGLESBY, WHAS Louisville, Ky. production staff, enters executive training program, McCann-Erickson Adv., N. Y.

DAVID H. UTLEY, Calif. Walnut Growers, L. A., to West-Marquis Inc., that city, as member of publicity department.

SMITH, BENSON & McCLURE, Chicago, elected to membership in American Assn. of Adv. Agencies.

SAM HERMAN, copy chief, Gourfain-Cobb, Chicago, to copy staff, William Hart Adler agency, that city.

OLIAN Adv., Chicago, changes name to OLIAN & BONNER Inc., effective Sept. 1.

D. J. MacMILLAN, production manager, CFAC Calgary, named radio director, McKim Adv. Ltd., Toronto. W. J. McPHERSON, farm commentator, Canadian Bcstg. Corp., to agricultural department, McKim Adv., same city.

ROBERT P. HAUN to Lewis & Gilman Inc., N. Y., as account executive.

MANN HOLINER, vice president, Lennen & Mitchell, N. Y., and PAUL MANNING appointed radio-TV directors for Republican National Committee account, Kudner Agency, N. Y.

RICHARD CAMPBELL, production staff, Erwin, Wasey & Co., N. Y., to Grant & Wadsworth Inc., same city.

ANDREW J. HENDRY to Caples Co., N.Y., as director of public relations.

IT TAKES MORE THAN RATINGS TO BE . . .

Obviously OUTSTANDING...

Sure we have 60.1% share of audience Monday thru Friday mornings . . . 55.3% share of audience Monday thru Friday afternoon . . . 49.6% share of audience Sunday thru Saturday evenings. BUT ratings alone don't RING THE CASH REGISTER . . .

LOCAL ADVERTISERS measure advertising by SALES RESULTS . . .

6 advertisers have used WMBD continuously for over TWENTY YEARS . . .

9 advertisers have used WMBD continuously for over FIFTEEN YEARS . . .

23 advertisers have used WMBD continuously for over TEN YEARS . . .

31 advertisers have used WMBD continuously for over FIVE YEARS . . .

That's PROOF that WMBD produces sales results. To SELL all Peoriarea, BUY WMBD.

See Free & Peters . . .

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Radio Network 5000 Watts

open mike

Sailor Beware

EDITOR:

Being naturally much interested in any UHF TV grants in New York City, I noted the grant to the State Board of Regents for Channel 25, on page 74 of the Aug. 18 issue of BROADCASTING • TELECASTING, giving antenna height above average terrain of 680 feet, at the following coordinates:

Lat. 40° 32′ 51″ North.

Long. 74° 00′ 84″ West.

Breaking out the Coast and Geodetic Survey charts to see where this station plots, the location appears to be smack in the middle of the Atlantic steamship lanes, in Ambrose Channel, Lower New York Bay, four miles south of Coney Island Light.

The 84″ on the longitude is obviously a misprint for something below 60″ (all there are in 1′) but that is less than a mile. But I am wondering where the major error is. . . .

William H. Pitkin
Chief Engineer
WNYC New York

[EDITOR'S NOTE: This was not a BROADCASTING • TELECASTING misprint. FCC staff members and the board of regents are revising the coordinates to (1) confine the minute to 60 seconds and (2) get the antenna site out of the steamer lanes and on dry (and high) land atop a building on the southwest corner of Broadway and Chambers street.]

* * *

Never Break a Habit

EDITOR:

To keep up with happenings in the industry I always set aside Wednesday evenings before and after dinner to read the most informative and my favorite magazine, BROADCASTING • TELECASTING. This Wednesday, however, due to extensive business meetings I just did not find the time and found myself involved in one of the strangest coincidental situations yet.

It happened this way: A few days ago Joe Stamler of WMGM New York and I sat down to discuss a cooperative across the board schedule for our client, Nylast Corp. of America, since New York was the first market we intended to use to introduce our client's new product, Nylast, a stocking detergent and nylon strengthener. . . . Four days later Mr. Stamler called me with this confusing information . . . the Nylast account is being handled by William H. Weintraub [B•T, Aug. 18]. . . .

A quick investigation revealed the following: Seeman Bros., New York, clients of Weintraub agency, apparently are about to market the same product that our client is. Who has the first right to the name is something I am not sure of at the present time.

This probably happens once in a million years and will of course mean a complete rescheduling and repackaging of Nylast by either Seeman Bros. or our client. One thing is certain though: To keep informed day by day, hour by hour, minute by minute, never miss an issue of BROADCASTING • TELECASTING.

Joseph R. Warner
Vice President
Rand Adv. Agency
New York

* * *

Marketbook

EDITOR:

Because I have just finished using your new MARKETBOOK for some very helpful information for a talk before the Arkansas Broadcasters Assn., I want to write to tell you, while it is fresh on my mind, of the helpful book you produced. I use this almost every day and I see it on the desk of many agency executives.

Lloyd George Venard
President
The O. L. Taylor Co.
New York

* * *

EDITOR:

The work of compiling the data in the MARKETBOOK is prodigious and I know it is a valuable source of information to thousands of people who need broadcasting and television data in compact and accessible form.

I wonder how many people are drawn into a false evaluation of the St. Louis market by looking at the population and radio homes figures for St. Louis County in which the City of St. Louis is located. Most people know that Chicago is in Cook County, Ill. Therefore, reference to your market data by counties will show the Cook County population is 4,508,000. The Spot Rate Finder then shows that of the 4,508,000 residents in Cook County, 3,620,000 of them live in Chicago.

Now, look at St. Louis County, Mo. The population is 406,000. Refer then to the Spot Rate Finder and the population of St. Louis is shown as 856,000, or more than twice the population of the County in which it is located, geographically. The answer is, as you know, that St. Louis is not located in any county. Therefore, the total population of what appears on any map to be St. Louis County is not 406,000 as shown by the census

(Continued on page 20)

WHOO INC., a 10,000 watt station affiliated with ABC

an Edward LAMB ENTERPRISE

Edward Lamb Enterprises, Inc., Hotel Barclay, 111 E. 48th St., N. Y. C.

No ifs, ands or buts!

Distribution and Display are now GUARANTEED for advertisers on "KYW FEATURE DRUGS"

In hundreds and hundreds of drugstores in the Philadelphia area, the "KYW Feature Drugs" program has become a merchandising tradition!

So solid is its acceptance, in fact, that we now feel more than safe in making this unique guarantee:

distribution of each advertiser's product in 75 percent of all "KYW Feature Drug" Stores in the 5-county area

display of these products in 90 percent of the stores in which stocked

That's our *guarantee*, mind you.. and we're sure that actual performance will show even better figures. Moreover, the guarantee is only one of the advantages you get with this superbly successful program. Other advantages include

- participation in a radio show that wins special favor from druggists twice each weekday — 2:00-2:30 PM and 6:25-6:30 PM
- merchandising and missionary calls at regular intervals by the "Feature Drugs" field staff
- regular reports on number and location of displays, rates of sale, competitive activity

Here, to be sure, is the promotional support you *need* in the Philadelphia area drugstore market! For full details of the guarantee terms, check Bob Teter at KYW, or Free & Peters.

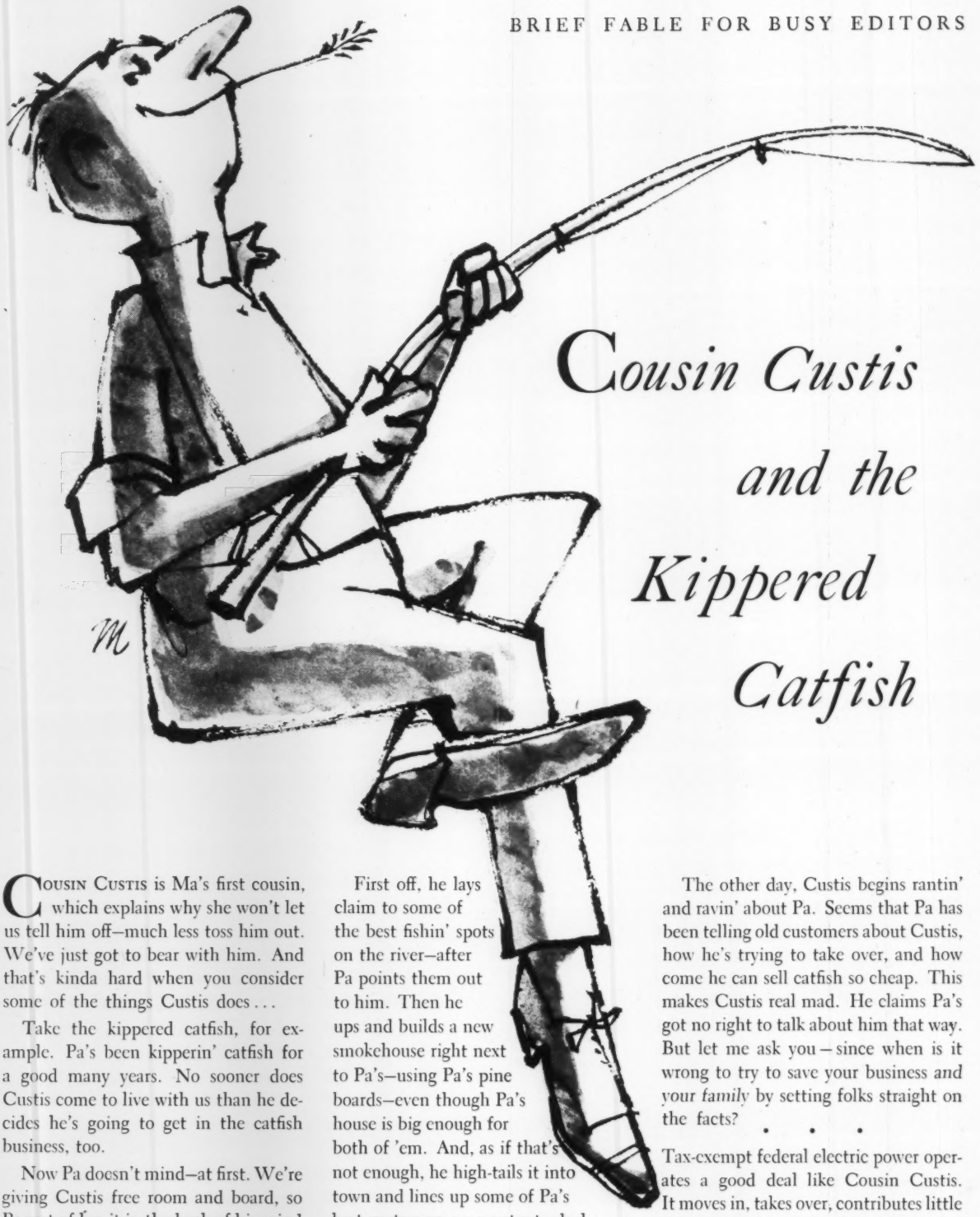
50,000 WATTS NBC AFFILIATE

KYW
PHILADELPHIA

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

XUM

BRIEF FABLE FOR BUSY EDITORS



Cousin Custis and the Kippered Catfish

Cousin Custis is Ma's first cousin, which explains why she won't let us tell him off—much less toss him out. We've just got to bear with him. And that's kinda hard when you consider some of the things Custis does . . .

Take the kippered catfish, for example. Pa's been kipperin' catfish for a good many years. No sooner does Custis come to live with us than he decides he's going to get in the catfish business, too.

Now Pa doesn't mind—at first. We're giving Custis free room and board, so Pa sort of has it in the back of his mind that Custis will come in with him to help out a bit in return for his keep.

But not Custis. He has other ideas. He's bound and determined he's going to be head man in the kippered catfish trade. And he starts actin' like he wants to drive Pa right out of business.

First off, he lays claim to some of the best fishin' spots on the river—after Pa points them out to him. Then he ups and builds a new smokehouse right next to Pa's—using Pa's pine boards—even though Pa's house is big enough for both of 'em. And, as if that's not enough, he high-tails it into town and lines up some of Pa's best customers on a cut-rate deal.

That's the way things stand now . . . Custis is living off us and cutting into Pa's business. To hear Custis tell it, he's a whoppin' success. But I just wonder how it would be with Custis if he suddenly had to shift for himself—and support a family—just like Pa does.

The other day, Custis begins rantin' and ravin' about Pa. Seems that Pa has been telling old customers about Custis, how he's trying to take over, and how come he can sell catfish so cheap. This makes Custis real mad. He claims Pa's got no right to talk about him that way. But let me ask you—since when is it wrong to try to save your business and *your family* by setting folks straight on the facts?

• • •

Tax-exempt federal electric power operates a good deal like Cousin Custis. It moves in, takes over, contributes little if anything to the public coffers and lures customers away from the tax-paying electric companies. These are some facts people need to be set straight on, despite the objections of the government power lobby. That's why this brief fable from America's Electric Light and Power Companies.*

**Names on request from this magazine*

TOP COVERAGE...

for Super Western Sales!

Boy! what a swell deal!

When you hear the facts about NBC's Pacific Coast Network—you'll sure wanta stop playing hooky from the world's best market, and join the gang!

Did'ya know that NBC Pacific Coast Network reaches more Western homes than *any other network or advertising media?* Well, it's true—and that's only half the story. So get a grip on your scooter... here comes the other half!

NBC Pacific Coast Network gives you the *tops* in Western coverage at the *lowest* cost per thousand!

Now add 'em up and what've you got? Just the swellest deal you'll ever get for your advertising dollar—that's all.

P.S. There's some crackajack network time still open, so you oughta call your nearest NBC Sales Office today. Betcha a live frog you won't be sorry.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY

A Division of Radio Corporation of America

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

WOOPS!!

Just to catch your eye, Mr. Timebuyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

SUCCESSFUL gubernatorial candidate and his family appear before the WSM-TV camera. They are (l to r) Mrs. Frank Clement, the Governor-elect, announcer Louie Buck and Frank Clement Jr.

* * *

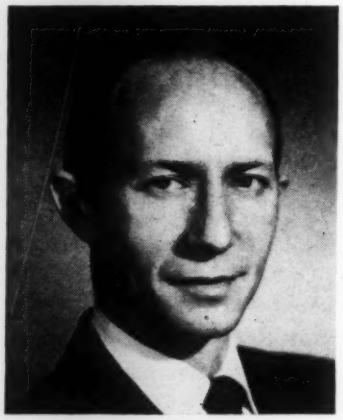
IN preparing for Tennessee's primary election returns broadcasts in early August, WSM-AM-TV Nashville realized that a major problem would be to maintain viewer and listener interest throughout its 7:30 p.m. to 3 a.m. period.

It was decided that this hazard could be averted and that much visual material for television could be assured by making the event an election night party for both AM and TV.

"Our objectives," said John H. DeWitt Jr., president of the stations, "was to assure our audience the quickest returns in the state, maintain interest throughout a

(Continued on page 78)

strictly business



Mr. DORFF
. . . Figures in Winchell's TV debut

* * *

HENRY DORFF, advertising director, the Gruen Watch Co., Cincinnati, reflects:

"I have been with Gruen for only seven months and there is very little I can claim credit for in Cincinnati, with one possible exception:

"I have just recently completed negotiations to sponsor Walter Winchell on radio and television over the full ABC radio and TV networks. This will mark Mr. Winchell's television debut."

With a suggestion of amusement, Mr. Dorff, who obviously considers the Winchell deal a major venture, is equally enthusiastic about another campaign.

"The most interesting radio deal I ever made was among the smallest. It still stands out in my mind because it was the first show that I really created and the first show my client had full sponsorship of.

"For Dif Washing Powder Co., we put on what we called *The Biggest Little Music Hall in America.* It was a five-minute extravaganza.

"The show started with the blaring of trumpets behind the announcer who came up full with the commercial. We played just one song—the most popular of the day, then closed out with as much grandeur as though we had just finished a full hour of music. We like to think it had all the excitement of a big music hall packed

(Continued on page 42)

TOPS in the MELODY • BALLROOM afternoon!

MELODY BALLROOM

WFBR crack disc jockey show—is the No. 1 radio record show in Baltimore in the afternoon!

Looking for a participation show you can brag about, instead of having to justify? WFBR's home-grown Melody Ballroom carries *more* audience than any other afternoon radio record show—*more than high-cost TV shows!* Make *sure* your radio dollar's well spent in Baltimore—buy Melody Ballroom on WFBR. Just ask your John Blair man or contact any account executive of . . .

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE, MD.

He makes Carolinians shell out for Shell

COLOSSUS OF THE CAROLINAS

UNIVERSITY OF TULSA
SEP 3 1952
LIBRARY

With a rating of 16, a 61% share-of-audience and *triple the audience of the next* most popular, competitive program, Clyde McLean really "activates" WBT's audience of 3,000,000 for Shell Oil Company. To lubricate your sales machinery in the Carolinas, use WBT and WBT local personalities.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

Open Mike

(Continued from page 14)

figures, but 406,000 plus 856,000 for the City of St. Louis, for a total of 1,262,000.

I do not know of a similar situation in the United States. The story has been told before, but there is always a new crop of persons whose market data information may be incomplete or who have not heard of the unusual geographic and governmental status of St. Louis.

Ray E. Dady
Vice President
KWK St. Louis, Mo.

* * *

EDITOR:

Your MARKETBOOK is terrific. We . . . really use it every day.

James W. Seiler
Director
American Research Bureau
Washington, D. C.

Price No Object

EDITOR:

Your Blatt Story [Aug. 4] was, of course, a tremendous hit. This is the kind of thing to wake local broadcasters to their retail opportunities.

I want 100 reprints. They're worth their weight in gold—so any fee you want to charge is okay by me!

Winslow Leighton
Pres. & Gen. Mgr.
WSNY Schenectady, N. Y.

* * *

Registered Rates

EDITOR:

I must say I thoroughly agree with the . . . article on page 23 of the Aug. 18 BROADCASTING • TELECASTING wherein [is described] the plan of Mr. Todd Storz, general manager of KOWH Omaha, for a guaranteed rate card. Mr. Storz proposes an "NARTB Guaranteed Rate Card Seal."

WWJ will happily go along with the idea. Especially so since the last time I was in Washington I had suggested a "Registered Rate Card" to the editor of your excellent magazine.

Edwin K. Wheeler
General Manager
WWJ-AM-FM-TV Detroit

* * *

Who's on First

EDITOR:

A full-page ad in the Aug. 11 issue of BROADCASTING • TELECASTING heralds the "startling, new" montage effect of wedging the image of a commentator onto the same screen with shots of the Chicago conventions.

More than two years ago I was using the same "new" technique as a newscaster on KEYL (TV) San Antonio. My image was focused in the lower left-hand quarter of the screen while wirephotos were flashed on the screen, interspersed with newsreel clips. Program Director Bill Robb decided that showing the newscaster helped to bridge the gap between motionless still shots and newsreel clips.

Marvin Alisky
Ph D. Candidate
U. of Texas

* * *

Pick-Up

EDITOR:

One of my more pleasant chores as president of the New Jersey Broadcasters' Assn. is the business of getting out a monthly newsletter to our members. I hate to contemplate what the job would be without having good old BROADCASTING • TELECASTING to lean on.

Am I in order in using such items as appear applicable providing, of course, proper credit is given.

Thanks so much for the approval I am hoping for.

Paul Alger
President
N. J. Broadcasters' Assn.
Bridgeton, N. J.

[EDITOR'S NOTE: Permission granted.]

WFMJ SELLS A DOUBLE MARKET . . WITH A 2¼ BILLION SALES RECORD

1 YOUNGSTOWN, OHIO'S 3rd MARKET AND 30th MARKET IN THE UNITED STATES!

Ohio's largest iron and steel town . . . In fact second only to Pittsburgh and Chicago. Many small and large steel fabricators are also located in the great Mahoning Valley.

National Representatives: Headley-Reed Company

NBC AFFILIATE

2 WFMJ, with its 5,000 watts, regularly serves most of the 13 counties shown. The experienced know-how that built ABC shows to their highest U. S. ratings---NOW is selling NBC programs and sponsors to this great market.

3 The WFMJ Ohio and Pennsylvania DOUBLE MARKET

	Metropolitan Area—(30th)	13-County Area
Population (30th)	534,300	2,152,900
Retail Sales (34th)	$571,486,000.00	$2,253,946,000.00
Food Sales (26th)	$157,260,000.00	$ 610,056,000.00
Drug Sales	$ 18,663,000.00	$ 60,091,000.00
Building and Hardware Sales (25th)	$ 42,998,000.00	$ 201,551,000.00

XUM

"Take a memo—'Some interesting facts about RADIO in LOUISVILLE'"

1 There are 690,140 radio sets within 60 miles of Louisville — an average of 2.4 sets per family. 69% of these families have radio sets in their living rooms . . . 47% have sets in bedrooms . . . 40% in kitchens . . . 7% in dining rooms!

2 In the WAVE area, people spend 5,141,760 *home* hours per week listening to radio. They spend 1,050,000 hours per week listening to *car* radios.

3 On WAVE radio, 37¢ will deliver 1000 sales impressions! *1000 television impressions would cost you $2.02—1000 by newspaper would cost you $10.25!*

Enough said? Check with Free & Peters for availabilities!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, March, 1952.

WAVE
LOUISVILLE

5000 WATTS • NBC •

Free & Peters, Inc., *Exclusive National Representatives*

"KWKH is uniformly satisfactory"

Says W. T. HANNA

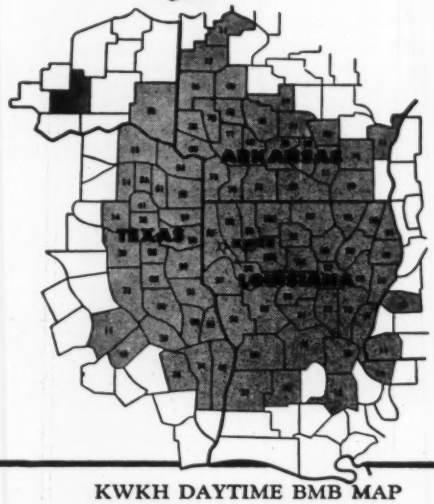
General Manager, Andress-Hanna, Inc.

PROMINENT SHREVEPORT CAR DEALER

Selling big-ticket items such as Lincoln and Mercury automobiles, as well as bargain "leaders" such as service specials, Andress-Hanna, Inc. certainly *knows* the relative values of various media in Shreveport. That's what makes us particularly proud to quote from a recent letter from Mr. W. T. Hanna:

"We are now well into the fifth year of our daily newscasts over KWKH and our continued sponsorship stands as conclusive proof of the high value we place on this advertising. We have checked results repeatedly by switching from one department to another. Whether we emphasize new cars, used cars, service or parts specials, the returns have been uniformly satisfactory.

(Signed) *W. T. Hanna*"



KWKH DAYTIME BMB MAP

Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

SHREVEPORT Texas **LOUISIANA**

50,000 Watts · CBS Radio ·

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING

Vol. 43, No. 9 SEPTEMBER 1, 1952

NBC EYES RATES

Calls AM Affiliates, SPAC to Chicago Meeting

By RUFUS CRATER

NBC's radio rates and its television station compensation formula took the center of the stage last week, highlighted by quickly drawn plans for a rate convention of NBC AM affiliates—comparable to the one at which CBS Radio's new rate and discount plan was approved three weeks ago [B•T, Aug. 18]—to be held Wednesday and Thursday in Chicago.

While CBS Radio officials concentrated on remaining loose ends of a station negotiation attending their already effectuated plan and other radio networks searched for best ways of achieving "competitive status," NBC initiated a call for its radio Stations Planning and Advisory Committee and "primary" affiliates to confer at the Palmer House in Chicago Wednesday and be joined there by all NBC affiliates on the following day.

May Present Plan in Chicago

Network authorities said NBC's plan for meeting the CBS move—which cut evening network radio time costs by an average 25% while raising Monday-through-Friday daytime charges about 5%, and which is generally accepted as the pattern which all radio networks will follow in one form or another—will be presented to the affiliates at Chicago if the plan is sufficiently advanced by that time.

It was generally accepted that the network, if not ready to propose a specific plan complete in all details, at least would offer broad outlines showing clearly the type of adjustment it plans to make. Observers speculated that the network almost certainly would have a definite plan ready, though there was still no indication as to whether it will involve an increase in nighttime discounts (as CBS Radio's did), a reduction in rates, or a combination of both

High officials of NBC, it was understood, were planning Labor Day weekend conferences in an effort to whip a plan into shape for presentation to the stations.

Any rate reduction would be subject to approval of the affiliates, who twice before have thwarted projected cuts. Participants in discussions of the subject last week, however, reiterated the view that CBS Radio's move makes an adjustment by the other networks imperative from a competitive standpoint, as in the case when CBS Radio took the lead in the 10% reduction in mid-1951.

The call to NBC's "primary" radio affiliates to convene with the SPAC committee and network officials on Wednesday was issued by P. A. Sugg of WKY Oklahoma City, chairman of the radio SPAC, at the suggestion of NBC officials. His telegram went out Wednesday night. The following day Harry Bannister, NBC vice president in charge of station relations, issued the call to all affiliates to meet on Thursday.

NBC officials slated to attend the Chicago meetings are: Board Chairman Niles Trammell; President Joseph H. McConnell; Vice President Charles R. Denny; Vice President and General Manager Frank White; Station Relations Vice President Bannister; Sales Vice President John Herbert; Press Vice President Sydney H. Eiges; Vice President and Attorney General Gustav B. Margraf; Financial Vice President Joseph V. Heffernan; Research and Planning Director Hugh M. Beville; Special Projects Director David C. Adams; Station Relations Director Sheldon B. Hickox Jr.; Station Relations Manager Thomas E. Knode, and Alan D. Courtney, Donald Mercer, Raymond O'Connell and Paul Hancock of the station relations staff.

SPAC Chairman's Telegram

Mr. Sugg's telegram to the "primary" (popularly referred to as "basic") affiliates—a total of about 40 outlets—read as follows:

"There will be a very important meeting of all basic radio affiliates, augmented by radio SPAC, at Palmer House, Chicago, on Wednesday, Sept. 3. Purpose is to consider network policy regarding radio rates. Very much regret this short notice but your presence is imperative. Please wire confirmation of attendance."

Dispatch of the telegram, it was reported, followed an informal radio conference of a group of radio-TV affiliates meeting in New York primarily to discuss a proposed new formula for TV station compensation with officials of the network. The TV affiliates also will meet for what was described as a "quick conference" during the Wednesday deliberations in Chicago.

In the TV meeting with NBC President McConnell and other top executives, the television affiliates—headed by Walter Damm, WTMJ-TV Milwaukee—submitted a plan designed to increase their compensation for commercial network programs. Approximately 30 affiliates were represented at the session, held Wednesday and described by network authorities as "friendly" and "fruitful." A five-man committee was named to represent the affiliates in further explorations of the proposal with network officials, first of which was held the following day.

Devised by a committee headed by Raymond Welpott, WRGB (TV) Schenectady, the proposed new

(Continued on page 32)

AGENCY SHIFTS

Eight National Sponsors Change

By FLORENCE SMALL

IN the most spirited action of its kind this season at least eight national sponsors, representing nearly $10 million in advertising, took on new agency affiliations last week.

One of the largest single transfers was that of Pharmaceutical Co., manfacturers of Saraka (a laxative), Imbra (hair remover) and Inhiston APC (aches, pains and colds), with an estimated overall budget of $2 million, which appointed Grey Adv., New York, to handle its entire advertising. Abbott Kimball, New York, was the previous agency. Account has used spot radio for all its products.

P. Lorillard Co. New York, for Embassy cigarettes, previously serviced by Geyer, Newell & Ganger, New York, moved its estimated $750,000 yearly budget to Lennen & Mitchell, same city. Embassy uses only TV and will sponsor *The Web* on CBS-TV this fall. Lennen & Mitchell also handles P. Lorillard's Old Gold promotion.

Another major advertiser to depart Geyer, Newell & Ganger, was Continental Oil Co. (Conoco brand products), which named Benton & Bowles to take over its advertising effective Jan. 1. Conoco is a heavy spot advertiser.

The Mennen Co. for its newest product, Foam Shave, has appointed Cecil & Presbrey, New York, for promotion. Mennen's other products are serviced by Kenyon & Eckhardt, New York. The new Foam Shave campaign starts in October. Radio and TV spots will be considered to follow up a newspaper schedule.

Gold Medal Candy Corp., formerly promoted by William Weintraub, New York, with about a half-million dollar budget, named Emil Mogul Co., New York, for its Bonomo's Turkish Taffy. Advertiser sponsors a children's show, *The Magic Clown*, on DuMont TV Network.

California-Texas Oil Co. named Erwin, Wasey & Co., New York, for both foreign and domestic advertising. Julian Snyder, former director of Erwin, Wasey's London office, is account supervisor. The London office also will service Regent Oil Co. of Great Britain, in which Caltex has an interest. Entire advertising budget is about $5 million. Spot radio is used in foreign markets.

BBDO Appointed

American Optical Co., for its sun glasses, including the Polaroid and Cosmetan Calobar lines, and for its institutional advertising, named BBDO, New York, for advertising. Federal Agency, which has been dissolved, formerly had the account. Polaroid once used a TV network show and has used extensive radio and TV spots. Future media plans will be decided within a fortnight, a BBDO executive said. Herbert West will supervise the account for BBDO.

Weston Cookies, Passaic, N. J., which recently left Cecil & Presbrey, New York, last week named Earl Bothwell, same city, for advertising. A television campaign is contemplated by the new agency, with a decision expected in 10 days.

XUM

WJBK SUIT

Wins 'Bell Boy' Decision

A FEDERAL judge last Thursday ruled in favor of WJBK Detroit in litigation involving its claim to use the title, "Jack the Bell Boy," based on a program and character of that name.

Edmond T. McKenzie, a former employe, had used the title for a program while with WJBK over a period of years, then left and joined WXYZ Detroit, taking with him the name. He also had helped form a corporation bearing that name. WJBK filed suit, claiming the title was its own property.

Federal Judge Arthur F. Lederle denied WXYZ use of the name and held that "the conduct . . . and subsequent actions reveal a deliberate design to fraudulently conceal from Storer Broadcasting Co. (WJBK) the true situation as to ownership of the program," according to Gayle V. Grubb, vice president of Storer Broadcasting Co. and WJBK managing director.

Judge Lederle also ordered an accounting on how much WJBK had lost through the "defection" and promised to award damages accordingly, Mr. Grubb reported. Sept. 8 was set for entry of injunctive.

WJBK charged that in 1947, when Storer Broadcasting Co. was awaiting approval of sale of WJBK, the former owners—Richard A. Connell and James F. Hopkins — and Mr. McKenzie had formed a corporation, Jack the Bell Boy Inc., in order to own and exploit the name and program.

ABC RENEWALS

Total $3½ Mil. Gross

THREE renewal orders representing an approximate total of $3½ million in gross time sales by ABC radio were announced Wednesday by Vice President Charles T. Ayres. They were:

Bristol-Myers Co., renewed Monday, Wednesday and Friday time slot of *Break the Bank* (Mon-Fri., 11:30-12 noon) for 52 weeks, effective Sept. 22. Products to be advertised are Ipana toothpaste, Sal Hepatica, Trushay Bufferin, Mum, Mum lotion, Vitalis and Vitalis hair cream. Agency is Doherty, Clifford & Shenfield, N.Y.

Gulf Oil Corp., Pittsburgh, renewed *John Daly and the News* (Mon.-Fri., 10-10:15 p.m., EDT), effective Sept. 15. Agency is Young & Rubicam, New York. Ralston-Purina Co., St. Louis, renewed *Space Patrol* (Sat., 10:30-11 a.m. EDT) effective Oct. 6. Agency is Gardner Adv., St. Louis.

Gillette Renews Bouts

THE GILLETTE Co., Boston, will sponsor Friday night boxing bouts from Madison Square Garden for the ninth straight year over ABC radio, beginning this Friday, from 10 p.m. EDT to conclusion. Agency is Maxon Inc., N.Y.

PETRY, BLAIR

Named in ABC O&O Business Move

LARGEST station representative appointment in the history of broadcasting, involving the placement of the ABC owned and operated stations —five radio and five TV properties in five of the six biggest markets— with annual billings running into the tens of millions, is expected to be consummated within the next few days, it was learned last week.

Edward Petry & Co. and John Blair & Co. are expected to be named representatives of the ABC radio stations, with Blair-TV and Petry's TV division to handle the network's video properties, it is understood.

Stations owned and operated by ABC include: WJZ AM-FM-TV New York; WENR AM-FM-TV Chicago; WXYZ AM-FM-TV Detroit; KECA AM-FM-TV Los Angeles and KGO AM-FM-TV San Francisco.

Decision to add outside representation to the individual sales staff of ABC's O&O stations was not arrived at precipitously. A radical departure from previous network practice, the idea was premised on the view that the sale of time on individual stations is basically different from the sale of network facilities and calls for the kind of specialized selling which non-network owned stations have traditionally secured through their station representatives. After extensive discussion by ABC's top management and sales executives, the plan was discussed with a number of leading representatives to get their criticisms of the proposal and their suggestions as to how it might best be carried out [B•T, July 14, 7].

From the outset the plan has been viewed as an extension of the station's local sales staffs and not in any sense as a replacement. Following the normal practice, the new national representatives for the ABC stations will act for each one only outside its local sales area. Network plans call for an expansion of the station sales force in each city in a concerted effort to expand the non-network revenue of the O&O properties.

When the station representatives were first consulted, ABC was contemplating test appointments for only a few of the network-owned stations, but as the idea developed into a concrete plan, the network executives are understood to have become so convinced of its fundamental validity that they decided to launch it as an overall program for all of ABC's radio and TV stations.

BLOCKI JOINS BAB

To Manage Chicago Office

GALE BLOCKI, vice president of John Blair & Co. and with the Blair office in Chicago 16 years, has resigned to join BAB Sept. 15 as manager of its Chicago office.

He will head BAB's sales efforts in the Midwest, making presentations on radio advertising to advertisers and agencies.

William B. Ryan, BAB president, said that within a few weeks BAB will appoint an executive in charge of sales in its New York office, to supplement the sales activities of other BAB executives.

"By fall," Mr. Ryan said, "BAB will have tripled its sales effort, directed at national advertisers and chain retailers."

Drawn for BROADCASTING • TELECASTING by Dick Wang

"It's just the cutest program! She tries to get dates for these boys . . ."

MAAC BALLOT

Mayes, Laux New Members

ELECTION of two new members of the Mutual Affiliates Advisory Committee (MAAC) and re-election of five current members were announced last week by the network's station relations vice president, Earl M. Johnson.

MAAC Chairman Gene Cagle, president of KFJZ Fort Worth, was re-elected representative of metropolitan markets in District 6 for another two-year term. Wendell Mayes of KBWD Brownwood, Tex., was chosen to represent the district's non-metropolitan areas.

Other new member of the committee is John Laux of WSTV Steubenville, Ohio, who was elected as metropolitan representative for District 1 to fill out the term of James Murray of KQV Pittsburgh, MAAC vice chairman, resigned.

Members re-elected, in addition to Mr. Cagle, were Fred Fletcher of WRAL Raleigh, N. C., representing metropolitan markets of District 2, and Jack Younts of WEEB Southern Pines, N. C., for the district's non-metropolitan markets; John Cleghorn of WHBQ Memphis, for metropolitan areas of District 4, and Bob McRaney of WCBI Columbus, Miss., for District 4 non-metropolitan markets.

The elected members, named in mailed balloting conducted by the New York accounting firm of Lybrand, Ross Bros. & Montgomery among Mutual affiliates, will assume office Sept. 15, and the full committee is expected to elect its officers in a meeting shortly after that date.

The committee was formed by MBS in June 1951 to promote stronger network-affiliates relations and work jointly for continued growth of radio.

There are seven MAAC districts, each having a metropolitan and non-metropolitan market representative on the committee. District 1, 3, 5, and 7 elections are held in odd-numbered years, and those for Districts 2, 4, and 6 are held in even-numbered years.

Honey Bee Buy

HONEY BEE Co., Chicago, for its Honey Bee potato chips, uses a new approach in its field by sponsorship of its first radio show, *Uncle Ned's Squadron*, on WMAQ (NBC) Chicago, for 13 weeks from Saturday, Sept. 13. The company will merchandise the program with self-liquidating premiums, bolstering it with personal appearances. Distribution will emanate from Chicago to a region including Michigan, Wisconsin, Indiana, Iowa and Illinois, with radio considered.

Benny Show

JACK BENNY, radio star, starts his third season on CBS-TV, Sun., Oct. 5, 7:30-8 p.m. EST, for American Tobacco Co. (Lucky Strike). Appearing on a monthly basis, he will spotlight members of his CBS Radio program.

TV NETWORKS

Fall Sales Lag 25 Hours

GROSS revenue of the TV networks this fall will unquestionably top their last year's income by a comfortable margin. But the video network salesmen will have to hustle during September—normally a top sales month—if this October is to see as many hours of commercial TV network time on the air as were broadcast in October 1951.

A BROADCASTING • TELECASTING tabulation of the TV network time sales made up to Aug. 20 for telecasting in October (Table I) reveals a total of 105 hours and 22½ minutes, compared to 130 hours, 18½ minutes of sponsored TV network time actually on the air in that month of last year. (To keep the figures comparable, all such special non-recurring telecasts as the World's Series, for example, were not included in the totals, which cover only regularly scheduled network commercial programs and participations.)

The number of advertisers who by mid-August had contracted for TV network time for this coming October (Table II) also fails to match the number of TV network sponsors on the air a year ago that month. The 1951 figure was 176 advertisers; there are 123 now signed for network telecasting this October.

Comparing the current sales status of the TV and radio networks on a network hour basis—and it must be stressed that a dollarwise comparison would present quite a different picture—shows that the TV networks must sell not quite 25 hours of network time to equal their October, 1951 total of 130 hours and 18 minutes whereas the radio networks need not quite 25 hours of additional sales to match their last year's total of 195 hours and 50 minutes [B•T, Aug. 25]. Percentagewise, the August-to-October gap is 19.1% for the TV networks, compared to 17.6% for the radio networks.

TV Daytime Sales

Hourwise, daytime sales of the TV networks are closer to last year's level than are those for the nighttime hours. The total amount of TV network daytime already on the books for sponsorship this October lags only 9.7% behind last October's total, while evening hour sales are 24.1% below the total reached in October 1951. It may be noteworthy that this is a reversal of the radio network situation reported last week, which in a BROADCASTING • TELECASTING analysis was found to be stronger in the evening than in the daytime hours, again with business booked in August, 1952 compared to the volume actually broadcast in October, 1951.

There is nothing discouraging in the fact that TV network time sales as of August do not match those of last October. Much expected business could not be included in the list because of details which must be set before contracts are signed. Other contracts cannot be completed until key executives return from vacations. There also are a number of top programs, such as the Bob Hope TV show, which are almost certain to wind up with sponsors but as of last week were still being discussed. Finally, September usually turns out to be one of the top selling months of the year and there is no indication that this September will be an exception.

The sales chiefs of the four TV networks are uniformly optimistic about the fall business outlook. The term, "highly encouraging," applied by Ted Bergmann, DuMont Network director of sales, is the most modest of the group who are in complete agreement that business is going to be good for them this fall.

* * *

TABLE I
TV NETWORK COMMERCIAL HOURS BROADCAST IN OCTOBER 1951 COMPARED WITH TOTAL TIME SOLD FOR OCTOBER 1952 AS OF AUGUST 20

	Daytime		Nighttime		Total	
	1951	1952	1951	1952	1951	1952
ABC	6:45	2:45	16:30	6:30	23:15	9:15
CBS	14:51	17:00	26:15	24:00	41:06	41:00
DuMont	7:00	8:30	10:00	8:15	17:00	16:45
NBC	19:22½	14:37½	29:35	23:45	48:57½	38:22½
Total	47:28½	42:52½	82:20	62:30	130:18½	105:22½

TABLE II
TV NETWORKS' OCTOBER COMMERCIALS AS SIGNED IN AUGUST, COMPARED TO SPONSORED PROGRAMS BROADCAST IN OCTOBER 1951

Legend:
†—Number of stations estimated in same cases
*—Non-recurring broadcasts, not regularly scheduled
d—daytime, before 6 p.m.
v—various

Advertiser	Program	Gross Time Charges Oct. '51	Network	Stations 1951	Stations 1952†	Hours Per Week 1951	Hours Per Week 1952
Adam Hat Stores	Famous Fights	$------	DuM	--		-----	0:15
Admiral Corp.	Stop the Music	52,350	ABC	33	--	0:30	-----
	Lights Out	78,075	NBC	42	--	0:30	-----
	Football	------	DuM	--	52	-----	d3:00
Aluminum Co. of America	Homemakers Exchange	10,500	CBS	16	--	d0:01	-----
	See it Now	------	CBS	--	33	-----	0:30
Fred W. Amend Co.	Hail the Champ	10,680	ABC	3	--	0:30	-----
American Bakeries Co.	Lone Ranger	4,448	ABC	7	7	0:30	0:15
American Chicle Co.	Rocky King, Detective	14,040	DuM	10	37	0:30	0:30
	A Date With Judy	------	ABC	--	57	-----	0:30
American Home Products Corp.	Love of Life	128,420	CBS	38	55	d1:15	d1:15
	Sports Showcase	------	DuM	--	14	-----	0:15
American Safety Razor Corp.	The Show Goes On	52,380	CBS	34	--	0:30	-----

(Continued on page 73)

Mr. Herbert said, "Our early-morning network feature, *Today*, is coming into its own with the tremendous rise in sponsor interest which has already resulted in several network orders scheduled for the fall."

Fall buying started later this year than usual, according to Edwin Friendly Jr., national director of TV sales for ABC-TV. But despite the belated start, that network has made several "important and substantial sales this past month."

Mr. Friendly gave as examples

(Continued on page 36)

General Motors on NBC

"The sale of the college football games to General Motors was a major achievement for the NBC sales staff because it brought into network television one of the greatest automotive advertisers for the first time," he added. [B•T, Aug. 25].

Noting that NBC-TV's afternoon network program operation "is continuing at the same satisfactory level as last year," John K. Herbert, vice president in charge of radio and television sales for NBC, said this fall season holds promise of being even more "successful . . . than last year when we set a new record in gross billings." In afternoon programming, he pointed to new sales such as five quarter-hours on NBC's *Welcome Travelers*, show that begins on TV this fall.

"Current sales activity should pyramid our gross time billings to more than 25% over last year," Mr. Herbert forecast.

NETWORK RADIO-TV

July Sales at $20 Million

COMBINED gross time sales of the major radio and TV networks during July totaled $19,889,571—$9,538,394 for the four radio networks and $10,351,177 for the four TV networks—according to figures compiled by Publishers Information Bureau.

These figures do not include, however, expenditures of Admiral, Philco and Westinghouse for their network time in sponsoring broadcasts and telecasts of the national political conventions, which are not yet available, PIB explained. It is hoped this information will be ready for inclusion in the next PIB report, a month hence.

Meanwhile, comparisons between the July time sales reported in the adjacent table and those of other months should be made only with the understanding that the July total will be increased appreciably when the convention coverage billings are added.

* * *

NETWORK RADIO	JULY, 1952	JULY, 1951	1952 JAN.-JULY	1951 JAN.-JULY
ABC	$2,082,666	$2,267,674	$21,486,382	$19,652,830
CBS	3,238,256	4,387,193	32,844,883	43,547,300
MBS	1,339,276	1,347,841	11,601,956	10,207,749
NBC	2,878,196	3,728,687	27,062,130	33,728,723
TOTAL	$9,538,394	$11,731,395	$92,995,351	$107,136,602
NETWORK TELEVISION				
ABC	$943,387	$1,351,168	$11,661,155	$9,730,021
CBS	4,163,245	3,434,659	36,614,339	20,503,987
DuMont	653,415	645,359	5,143,186	3,705,925
NBC	4,591,130	3,477,952	45,577,906	30,217,484
TOTAL	$10,351,177	$8,909,138	$98,996,586	$64,157,417

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
January	$3,301,479	$5,161,397	$1,699,282	$4,357,353	$14,519,511
February	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,963,794*	1,821,571	3,861,882	13,970,339*
June	3,001,314	4,595,452*	1,632,977	3,708,014	12,937,757*
July	2,082,666	3,238,256	1,339,276	2,878,196	9,538,394
TOTAL	$21,486,382	$32,844,883	$11,601,956	$27,062,130	$92,995,351

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
January	$2,020,461	$5,074,643	$717,148	$7,259,307	$15,071,559
February	2,148,467	5,103,043	748,544	6,813,549	14,813,603
March	2,065,052	5,643,123	760,593	7,320,358	15,789,126
April	1,699,760	5,641,831	738,926	6,946,751	15,027,268
May	1,504,043	5,602,634	775,063	6,822,982	14,704,722
June	1,279,985*	5,385,820	749,497*	5,823,829*	13,239,131*
July	943,387	4,163,245	653,415	4,591,130	10,351,177
TOTAL	$11,661,155	$36,614,339	$5,143,186	$45,577,906	$98,996,586

* Revised as of Aug. 26, 1952.

THE COMMERCIAL IS 30 YEARS OLD

1922: *The first commercial was a solid 15 minutes of sales talk for cooperative apartments in Jackson Heights, New York.*

WNBC NEW YORK celebrated the 30th anniversary of the first radio commercial last week in as happy a fashion as a sales manager could want—with a schedule that was (and is) "almost sold out."

The New York key station of NBC radio, along with the network itself, staged a special show to commemorate the commercial's birthday, but the steady rows of black ink on WNBC's books were a matter of special pride—particularly in these times of doomsday talk for radio.

For the books show, as reported by NBC vice president Ted Cott, general manager of WNBC and WNBT (TV), that WNBC business during the first half of 1952 ran 20.1% ahead of the same period the year before. Local business is 118.3% ahead. And to date, Mr. Cott reported, this year's business is running well in advance of WNBC's record year of 1950.

This in a time when radio is being down-talked and down-rated.

The shape of WNBC books today—and the techniques that put them in that shape—make a telling contrast to the story of that first commercial 30 years ago last Thursday on Aug. 28, 1922.

The station was then WEAF (now WNBC). The time: 5:15-5:30 p.m. A man now known to WNBC records as a Mr. Blackwell, representing the Queensboro Corp. of Jackson Heights, Long Island, faced a microphone and urged listeners to forsake the heat and crowds of New York and move out to a new tenant-owned system of apartment homes in Jackson Heights. The speech—the commercial—lasted 15 minutes. It cost $100.

The broadcast pulled enough results to cause the advertiser to schedule others, running through Sept. 21, 1922. "Several thousand" dollars worth of sales resulted.

But prohibitions against price mentions, package descriptions, and direct advertising cooled the enthusiasm of many potential advertisers. At the end of two months the station had sold a total of three hours of airtime, at a total price of $550.

Today billings on WNBC are estimated at approximately $4 million a year. What makes the difference?

Mr. Cott figures that WNBC today has the answer that radio generally should have found a long time ago. It is, to him, also the answer that will restore radio's strength.

"You can't be just in the radio business any more," he says. "You've got to be in every business that your advertisers are in."

This is a philosophy of merchandising and promotion to which Mr. Cott attributes much of WNBC's present happy sales position.

"You're not selling time any more," he contends. "You're selling an audience—more than that, the attentiveness of the audience. And you have to sell the retailer as well as the consumer, for the advertiser buys the advertising that the retailer wants. Radio, which in the past has been a carrier of commercials, must become a partner with the retailer."

One of WNBC's key approaches to this problem, recognizing the continuing trend toward self-service retailing, is evidenced in its "Chain Lightning" merchandising plan. This involves a tie-up with some 1,800 stores, with which WNBC trades chainbreak commercials for preferential displays of its advertisers' products. The stores get the radio advertising, WNBC's advertisers get special in-store displays, and WNBC gets added satisfaction for its clients.

The stores often promote WNBC-advertised products prominently in their newspaper and magazine ads, frequently also giving WNBC a plug, which is a further plus.

In addition to the approximately 1,800 stores participating in "Chain Lightning" the station currently is in process of lining up independent supermarkets in the New York metropolitan area, which will give it a total of around 3,500 participating stores. These, Mr. Cott estimates, account for $1,250,000,000 of the food and drug business done in the area.

WNBC stars also merchandise and promote for their sponsors. All along the line, WNBC talent sends out promotion letters to product sales, are available for appearances in stores and for talks to sales meetings, and participate in openings of new stores. By recordings, they invite the public by telephone to tune to WNBC, and broadcast chainbreak plugs for station programs.

In another promotion device, WNBC took over responsibility for "programming" the public address system of a nearby amusement park whose visitors total about 35 million a year. In addition to putting on music, WNBC has the privilege of promoting its advertisers, including "P.A. commercials."

Mr. Cott also has organized "Lady Timebuyers Clubs" and "Children of Timebuyers Clubs," with gifts—products or promotional gimmicks of sponsors—sent regularly to the members.

From a programming standpoint, the station is getting away from the policy of scheduling strict 15- and 30-minute periods. Instead it is getting higher priced talent for longer programs and pro-rating the cost among a greater number of advertisers.

It's a far cry, this sort of thing, from the pioneering days when radio selling was confined to opening and closing announcements merely identifying the sponsor (in 1932, NBC yielded to the extent of allowing price mentions on daytime programs).

But in their 30th anniversary programs, NBC and WNBC paid tribute to both the old and the new. From 10:35-11 p.m. Thursday night, WNBC put on a program—sustaining—which featured their Bob & Ray team with a re-creation of the "old days," plus radio celebrities of past and present. NBC's program, also sustaining, was a Bob & Ray show of the same sort, presented 10-10:30 p.m.

1952: *Today's commercials are a far cry from the first. Some are musical productions more elaborate than programs were in 1922.*

'RED' PROBINGS

More Details Expected

By EARL B. ABRAMS

FURTHER revelations alleging Red influence in radio and TV and in the entertainment industry are due from the Senate Internal Security Committee which last week charged the Radio Writers Guild is controlled by pro-Communists.

Additional volumes of hitherto secret testimony will be released in the months to come, it was understood. A final report on the whole subject also is due before long. Charges last week were based on testimony during 1951 by four witnesses who held a Red faction had taken control of RWG.

Two of those accused of being pro-Communist, Peter Lyon and Millard Lampell, refused to confirm or deny they were Communists when subpoenaed by the committee. They also declined to answer questions on their affiliations in a list of alleged Communist or Communist-front organizations. They based refusals on the Constitutional grounds that their answers might tend to incriminate them.

Mr. Lyon, through his attorney, denied he was a Communist. Mr. Lyon is a former RWG national president and eastern region vice president, and also was secretary of the Authors League, of which RWG is a unit. Mr. Lampell refused to comment on the charges.

RWG leadership denied the allegations, claiming a minority was attempting to "disrupt and take over the Radio Writers Guild by slander."

Accompanying the committee report was a statement by Sen. Pat McCarran (D-Nev.), chairman of the committee, warning that television must "keep its house in order." This was based, the Senator said, on the fear RWG was planning to take over television writers.

Anti-Communist witness Welbourn E. Kelley, former national and eastern region RWG officer, assailed the transcript of his testimony as misleading, saying in a letter to Sen. McCarran that the committee deleted his opening statement that he could not say of his own knowledge that any member of RWG was a Communist.

He also said he used the term "pro-Communist" at the urging of the committee counsel, Richard Arens. He had begun his testimony using the label "left-wing", he said.

Committee investigator Donald D. Connors Jr. replied that Mr. Kelley was asked to use "pro-Communist" because terms like "left-wing" were vague and susceptible to varying interpretations.

Reaction to Committee Report

Uproar following release of the Senate Committee's report was similar to that which followed publication of *Red Channels* two years ago [B•T, Sept. 4, 1950]. *Red Channels* purported to list pro-Communist affiliations of a long roster of radio and TV writers, directors, producers and perfomers. Many of those accused of Red taint in the Senate committee report also are listed in *Red Channels*.

None of the networks, nor NARTB, had any comment on the latest accusations.

Gist of the charges in the Senate report are:

(1) That Communists in 1943 under order of Communist leader Alexander Trachtenberg began to infiltrate RWG and that the council of the Guild is controlled by a pro-Communist faction which has aligned it in support of Communist organizations and causes.

(2) That RWG members write 90% of the words heard over the networks and they also write for the Voice of America and the United Nations Radio Section.

(3) That leaders of the pro-Communist RWG faction are Robert C. Lyon Jr. (Peter Lyon) and Millard Lampell, both of whom have notorious records of Communist front and causes affiliation.

(4) That, according to information from "unimpeachable" sources, Messrs. Lyon and Lampell are "hard-core" Communists.

The report was signed by Sen. James O. Eastland (D-Miss.), chairman of the committee unit which held the hearings, and Sens. Pat McCarran (D-Nev.) and Arthur V. Watkins (R-Utah). Sen. McCarran is not only chairman of the full committee, but also of the Senate Judiciary Committee of which the Internal Security Committee is a part.

The committee quoted one witness (Ruth Adams Knight) on how she thought pro-Communist propaganda was fed to the American radio audience:

. . . You would find, I am sure, if you examined the work of these people, a constant derision of the capitalistic system, and a constant derision of the average citizen, and a constant derision of all of the things, and there is no such thing in their scripts as a decent banker and a decent lawyer. The thing is subtle, and Communist propaganda as we know it is not laying down the party line, but it is in their writing, as it is in their meetings, it is scorn and it is contempt and it is the "Perhaps other people don't feel about the FBI the way we do," and it is that attitude expressed that is the undermining thing with the simple people who listen to radio who would turn off outright Communist propaganda.

Besides Mr. Kelley and Miss Knight, other witnesses were Vincent W. Hartnett and Paul R. Milton.

Among those charged with pro-Communist ideology were Ira Marion, eastern region RWG vice president, and the following members of the guild council: Sam Moore, Robert Cenedella, George Fass, Philo Higley, Ernest Konoy, Dave Kogan, Sig Miller, Norman

(Continued on page 88)

From Transcript

DURING his testimony before the Senate Subversive subcommittee in Washington June 7, 1951, Welbourn E. Kelley, RWG council member, referred to "BBD&O." The following colloquy is from the transcript:

MR. ARENS (committee counsel): Would you identify that?

MR. KELLEY: Batten, Barton, Durstine & Osborne.

MR. ARENS: What is that? Is that a company?

MR. KELLEY: God would strike you dead for saying that.

MR. ARENS: Then, in effect, to use layman's language, it is a booking agency for writers?

MR. KELLEY: No. . . . It is an advertising agency. . . .

House Hearing

HOUSE Un-American Activities Committee announced last week that it would begin a 10-day hearing in Hollywood on Sept. 29, with 20 radio writers, directors and actors as first witnesses. The hearing will concentrate, however, on alleged Communist infiltration in Southern California defense industries.

KOA SALE

FCC Approves; Transfer in Month

ACTUAL transfer of the physical property and assets of KOA-AM-FM Denver from NBC to Metropolitan Television Co. will be effected within a month, following approval Thursday by the FCC of the $2,250,000 sale.

The new owners, including Bob Hope, Mayor Quigg Newton of Denver, and their associates applied in late June for approval of the transaction. Metropolitan is owned 50% by Hope Productions Inc. and 50% by Mayor Newton and 15 Denver businessmen.

The new KOA owners have filed for a television station in Denver on VHF Channel 4 [B•T, July 7]. KMYR Denver also has applied for that channel and the two applications go to hearing.

KOA is a 50 kw duplicated clear on 850 kc. Founded in 1924 by General Electric Co., it became an NBC affiliate in 1928. The network assumed operation and management in 1930, buying the outlet in 1941. KOA continues as an NBC affiliate.

Robert E. Kopp, associated with Mr. Hope in Hope Productions and a member of the Los Angeles law firm of Gang, Kopp & Tyre, said details of transferring KOA to the new owners are well under way with possibility that the job will be completed by the end of September.

Officers and debenture holders of the Hope group, besides Mr. Kopp, include James L. Saphier, vice president, head of his own Hollywood radio-TV production firm; Martin Gang and Norman R. Tyre, of Gang, Kopp & Tyre.

Hope Productions Inc., as 50% stockholder, subscribed to the entire issue of 30,000 shares of Class B voting stock and $750,000 in debentures. The firm, organized in 1948 but relatively inactive, also holds the entire issue of 20,000 Class C stock in Metropolitan Television, but this stock will not have voting rights until July 1, 1959.

Mr. Hope was sole owner of Hope Productions until recently when he transferred 10% to Mr. Saphier, 2.5% to Mr. Gang and 1.25% each to Messrs. Kopp and Tyre.

Officers, the Class A voting stockholders and debenture holders of Metropolitan who represent the Denver group include: Mayor Newton (3.62%), who has no other business interests; President William Grant (10.16%), attorney; Executive Vice President Ralph Radetsky (0.81%), on leave of absence as administrative assistant to Mayor Newton; Secretary-Treasurer Richard M. Davis (1.36%), attorney and director of Denver National Bank; Director Thomas P. Campbell (3.62%), Denver manager of improvements and parks; William J. Ahern (2.7%), merchandise manager, May Dept. Store, Denver; George B. Berger Jr. (0.97%), director-vice president of Colorado National Bank; Hugh R. Catherwood (1.62%), Denver director of budget and personnel; Myron B. Emrich (1.36%), president and one-third owner Denver Agency Co., real estate and insurance firm; Arnold B. Gurtler Jr. (2.7%), treasurer of Elitch Gardens Co., Elitch Amusements Inc. and Elitch Greenhouses Inc., amusement park, summer stock theatre and greenhouses; Robert S. Kohn (2.16%), president of American Furniture Co., Denver; Morrison Shafroth (1.08%), attorney; Walter M. Simon (1.36%), attorney; Henry W. Toll (1.35%), attorney; David S. Touff (1.08%), general merchandise manager of May Co. and vice president of May Dept. Stores Co. Messrs. Emrich and Simon respectively are also president and secretary-treasurer of Yellow Cab Co., Checker Cab Co. and Airport Limousine Inc.

A 14.05% interest in the new owner is held by Hendrie & Bolthoff Co., Denver, which holds debentures of about $175,000 also. The firm for 75 years has been a manufacturer and distributor of mining machinery and industrial equipment.

The purchase agreement for KOA calls for $1 million cash, of which $100,000 has been paid as down payment, and a promissory note in the amount of $1.25 million by Hope Productions to NBC. The note is for five years at 4½%.

The Denver group put up $875,000 cash, based upon loans to their accounts by the Denver and Colorado National Banks, while Mr. Hope and his associates as individuals put up $125,000 cash and Hope Productions the note for $1.25 million.

In addition, each group provided $50,000 working capital for KOA. To finance the television operation, each group is buying $200,000 in additional debentures.

The Hope group and the Denver group have right to elect an equal number of directors. In addition, the class of stock held by the Denver group gives it the right to elect an additional director "who shall be a disinterested non-stockholder resident of Denver, subject to approval of the class of stock held by Hope Productions."

KOA assets acquired by Metropolitan Television include cash of $25,000 and total current assets over current liabilites, exclusive of cash, is warranted to be not less than $50,000 at the closing date.

HORSERACING

License Renewals Recommended

CLEAN slate for all stations cited for horserace programs [B•T, March 3] was proposed by the FCC Broadcast Bureau to the Commission last week.

Recommendations that the licenses of the 16 stations put on temporary license earlier this year be cleared was made by the Broadcast Bureau on the grounds that all have discontinued the objectionable features—mainly flash or running accounts of races.

In a 17-page history of the four-year-old question, the Broadcast Bureau recounted:

(1) The Commission's refusal to issue a declaratory judgment on whether a specific format would be objectionable, requested by WWDC Washington in 1948 and by WHIM Providence in 1952 on the ground that each case must be taken up separately and in the light of the station's overall program policy.

WTUX Case

(2) The WTUX Wilmington case, where the Commission overruled an examiner's favorable decision on license renewal in 1950, but finally granted the renewal in 1952.

(3) The 1951 questionnaire on horseracing information to all stations, which elicited data indicating that 32 broadcast stations and five TV stations were airing racing results with frequency during the afternoon time segments.

(4) The early 1952 order designating 13 AM and FM stations and three TV stations for hearing on the horserace question.

(5) The renewal of the licenses of WANN Annapolis, WMAR-TV Baltimore, WMAL-TV Washington, WMEX Boston, KLAC-TV Los Angeles and WJZ-TV New York on the ground that objectionable horserace programs had been discontinued before the Commission expressed its concern.

Key paragraph in the Broadcast Bureau's brief is the following:

It is clear from the above that the petitioner has in each case abandoned afternoon flash results, a format which has been determined by the Commission to be one key to identifying horseracing programs particularly susceptible of use to illegal gambling activities. Although most of the subject stations represent that they have completely discontinued horseracing programs, it is likely that the big races like the Derby and Preakness will be covered in some fashion on regular news or sports programs. Several of the stations propose to continue an early evening resume of results; but these, programmed as they are when most races have been completed, can hardly be said to be of particular aid to gambling. Remaining for consideration are the proposals of station KLAC-TV to telecast feature races from the local track (if it can be arranged) and of station WLAP to broadcast a running account daily of the feature race from Keeneland (10 day meets each in the spring and fall). Although, generally speaking, it may be said that on-the-spot running descriptions are the ultimate in service to illegal gambling operations, the one-race-a-day programs offered by station KLAC-TV and WLAP can hardly be characterized as of substantial aid. Additionally, any Commission appraisal of the public interest aspects of horseracing programs must give some measure of consideration to the major interests being served by such broadcasts. In these two cases it can not be said, as it possibly can of stations offering flash results and detailed information on races from all major tracks, that the information is of conceivable use and interest only to persons engaged in illegal gambling. It is not believed that the Commission intended, by its earlier actions, to exclude all broadcasts dealing with horseracing. Descriptions of the Kentucky Derby, the Preakness and other significant horse races are of high public interest despite their possible coincidental usefulness to illegal gambling activities. It is believed that the proposals of stations KLAC-TV and WLAP are, in large measure, of the same order as descriptions of the Derby and Preakness.

The Broadcast Bureau, therefore, recommended that all stations have their licenses granted, as they have petitioned. In the case of KLAC-TV Los Angeles and WPIX (TV) New York, the Broadcast Bureau said that it has not had time to check the applications for licenses to cover construction permits, but they should be removed from hearing.

In addition to the two TV stations, the recommended clearances would apply to the following:

KWKW Pasadena, Calif.; KJBS San Francisco; KSAN San Francisco; KYA San Francisco; KVSM San Mateo, Calif.; WMIE Miami (for license to cover CP); WWBP-FM Miami; WAAF-FM Chicago; WLAP Lexington, Ky.; WITH Baltimore; WBNX New York; WGPA Bethlehem, Pa.; WRIB Providence, R. I.

The Broadcast Bureau recommendation was signed by Bureau Chief Curtis B. Plumber, Renewals and Transfer Chief Walter R. Powell Jr. and Renewals Chief Sol Schildhause.

Rule Change

FCC announced Thursday an amendment to its rules to authorize its field office engineers to handle applications for commercial radio operators licenses in cases where the applicant has been convicted of a crime for which he was fined $500 or more, or imprisoned for more than a year.

WUST-FM HEARING

FCC Cites Horse Shows

ANOTHER broadcast station—WUST-FM Bethesda, Md., a greater Washington outlet—was advised by FCC last week its horserace programming raises a question of operation in the public interest. The Commission earlier this year indicated it planned to resolve the general issues of horserace programs when it set for hearing [B • T, March 3] the license renewals of more than a dozen stations (see story this page).

The Commission announced Thursday it has notified Broadcast Management Inc., which also operates the companion AM outlet WUST there, that its application for renewal of license for WUST-FM "raises a question of whether the station is being operated in the public interest in view of its policy on broadcasts of horseracing material, and indicates the necessity of a hearing in order to determine the qualifications of the licensee to continue operation."

WUST-AM-FM, formerly WBCC-AM-FM Bethesda-Chevy Chase, also maintains studios on U St., prominent Negro business district of the Capital.

COMMUNICATIONS

New Planning Group Announced by Pratt

STEPS by government in utilizing or silencing aural and visual broadcasting in case of war or enemy air attack will be considered on an advisory basis by a new Telecommunications Planning Committee, announced Thursday by Haraden Pratt, telecommunications advisor to President Truman.

A number of government agencies will be represented in the group. Comr. E. M. Webster is expected to represent the FCC.

"The committee's work will be similar in many respects to that of the Defense Communications Board, which became the Board of War Communications during World War II," Mr. Pratt said. "This work consists of drawing up detailed plans for most efficient use of the nation's communications systems in the event of war.

"The new committee will also study the need for and feasibility of new technological advances in the field of international communications."

Mr. Pratt added that "only planning and coordinating functions have been assigned the committee," with any operating or procurement activities resulting from the committee's recommendations to be performed by the government agencies affected.

Advice of non-Government organizations and private industry will be sought, it was understood.

While plans are still in the formative stage, it was believed the new committee will give thought to the Conelrad plan of tying in broadcasting stations in event of attack.

In recent years the Telecommunications Coordinating Committee has served as telecommunications policy body but it has been on a semi-active basis. The new planning committee is expected to take its place, some observers believe.

Government agencies slated to take part in committee activities, besides FCC, are Dept. of State, represented by its Director of the Office of Transportation & Communications Policy, Paul Barringer; Dept. of Defense, represented by the Communications-Electronic Director of the Joint Chiefs of Staff; Dept. of Commerce, represented by the Administrator of the Civil Aeronautic Administration, Charles F. Horne, and the Central Intelligence Agency.

Mr. Pratt, former vice president and chief engineer of American Cable & Radio Corp., IT&T subsidiary, was named in early August, 1951, as telecommunications advisor to the President. He was given the responsibility of formulating national policy on both national and international frequency allocations.

Creation of the new planning committee is an outgrowth of his year of experience at the White House, possibly indicating that all the scattered phases of telecommunications control and the interests of various federal agencies will be brought under one roof.

It was believed the scope of Mr. Pratt's advisory office will be expanded to cover all the uses of telecommunications facilities in case of emergency. The planning group is entrusted with the job of drafting specifications covering the part telecommunications will take in event of war.

WHKK SOLD

United Salesmen to Head

SALE of WHKK Akron, Ohio, by United Broadcasting Co. for $65,000-plus to Jackson B. Maurer and Philip R. Herbert, sales executives of the firm, was announced last week. Formal application for FCC approval is being prepared.

Mr. Maurer, for eight years general sales manager of United Broadcasting's WHK Cleveland, and Mr. Herbert, for many years general sales manager of WHKK, will assume active management and operation of the Akron station, a Mutual outlet assigned 1 kw on 640 kc.

Mr. Maurer

United Broadcasting, which in addition owns WHKC Columbus, Ohio, has operated WHKK in Akron for eight years. WHKK is one of the oldest outlets in Ohio and was known in Cleveland as WJAY and later WCLE. United moved it to Akron in 1944.

Mr. Maurer began his radio career with WHK in 1935. Since then, he has held various posts in WHK's merchandising, promotion and sales department. Mr. Herbert joined WCLE in 1938 as account executive, rejoining the United organization as assistant sales manager of WHK and WHKK after service during World War II.

XUM

POLITICO OUTLAY

Timebuys Bloom

UNIVERSITY OF
SEP 3 1952
LIBRARY

TIME OUTLAYS running into hundreds of thousands of dollars were revealed by the major political parties last week as they primed for Labor Day—traditional kick-off date for the pre-election campaigns.

While no figures were announced, it was estimated at least $400,000 worth of radio-TV time will be honored by the networks for key Presidential - nominee speeches through Sept. 9. The overall sum, taking into account senatorial and related campaigns, easily could exceed half a million dollars for this period.

Rosy Picture Painted

Last week's developments painted a rosy picture business-wise for broadcasters as much as it reflected spirited activity by Democrats and Republicans. There will be other time commitments as the campaign unfolds.

Previous stories have recounted various aspects of the pre-campaign picture encompassing radio-TV personalities in rival camps, campaign costs and strategy, senatorial and congressional plans, radio-TV techniques and proposed timebuys [B•T, Aug. 25, 18, 11, 4].

The above-mentioned estimates accruing to networks as a result of these commitments for segments through Sept. 9 are based on approximate time costs for full coverage, with no allowance for preemption of commercial programs where they may be involved. The time periods were purchased for talks by the Presidential aspirants —the Democrats' Gov. Adlai Stevenson and the Republicans' Dwight Eisenhower.

These were the major developments on the political front last week:

● The Democrats set major addresses for Gov. Stevenson Sept. 1 (Monday) in Detroit on television and in Milwaukee on radio; Sept. 5 in Denver on simulcast (radio-TV) Sept. 6 in Kasson, Minn., on radio, and a date unset for San Francisco on simulcast.

● The Republican scheduled Gen. Eisenhower for Sept. 4 in Philadelphia on radio-TV; Sept. 6 in Kasson on radio; Sept. 9 in Indianapolis on radio.

● The Democrats slated a "strategy meeting" for Sept. 2 (Tuesday) in Springfield, Ill., Gov. Stevenson's campaign headquarters, to discuss further radio and television plans.

● The Republicans announced an estimated budget of $1.8 to $2 million for radio-TV timebuying and "associated products."

● The Democrats lined up late evening network TV time for late September and October, with format yet to be determined.

● The Republicans brought to Washington headquarters key executives from Kudner Agency, which is handling the GOP advertising campaign, to work closely with the party's national and campaign committees.

Gov. Stevenson officially starts his campaign today, speaking from Cadillac Square in Detroit over about 60 CBS-TV outlets from 1-1:30 p.m. President Truman will pick it up in Milwaukee, speaking from the Milwaukee Sports Arena over the full CBS Radio Network from 10:30-11 p.m.

Gen. Eisenhower will "formally" open his campaign in Philadelphia this Thursday, talking on foreign policy from Convention Hall over the full NBC radio (about 165 stations) and NBC television (65 outlets) networks 9:30-10 p.m. A regional Pennsylvania state hookup of 12 stations will supplement radio coverage. National Federation of Young Republicans is handling arrangements.

Next scheduled radio-TV date for the Illinois Governor is this Friday in Denver. Gov. Stevenson will appear on an ABC simulcast 9-9:30 p.m. EDT (6 p.m. Denver time), speaking from the Shirley Savoy Hotel. The address will originate through facilities of KFEL-AM-TV there, with ABC New York handling technical and production details. Volunteers for Stevenson, a national organization recently set up in Chicago, is sponsor.

The Democrats and Republicans are approaching the Sept. 6 (Saturday) engagment in Kasson—scene of the National Plowing Contest—with different concepts in mind.

The GOP bought selected station (some 160) coverage of split NBC and ABC radio networks to reach rural listeners between the Rockies and the Alleghanies with a farm special. Time is set for 12-12:30 p.m. (CST), with a rebroadcast by 500-plus stations of Keystone Broadcasting System tabbed for the following Monday morning.

Late Thursday, the Democrats had planned to air the Stevenson speech Saturday afternoon on a delayed basis over NBC, with time undetermined.

NBC and ABC also will be utilized by the GOP—but on a far broader scale—to carry the Eisenhower talk on "Issues" from the Butler U. field house in Indianapolis Sept. 9. Some 514 stations have been promised for a broadcast 9:30-10 p.m. CDT.

Gov. Stevenson's major speech in San Francisco Sept. 9 will be a simulcast, with network and time to be announced. Other speeches are booked for Los Angeles Sept. 10, and in Phoenix and Albuquerque, N. M., on subsequent days.

Looking farther ahead, the Democratic National Committee has reserved time on CBS-TV Network for Sept. 23, Oct. 7 and Oct. 21 (Tuesdays)—a half-hour segment from 10:30 p.m. — but details on the format were not disclosed. The Democrats also have purchased a similar time bloc on Election Eve, and the GOP reportedly has followed suit on another time period.

GOP radio-TV plans were revealed last Wednesday at a news conference called by Robert Humphreys, Republican National Committee publicity director, through whom all campaign actions are being coordinated. He was assisted by Frank Armstrong and Merrill Lindsay of the Kudner Agency.

Mr. Humphreys said the $2 million budget would include, but not be limited to, timebuying for the Eisenhower-Nixon slate. The sum will cover films and other visual aids, with allied groups like the Young Republicans, Women's Federation, and the Senatorial Campaign and GOP Congressional committees expected to contribute funds.

The GOP publicity director said other time buys are "on order" or purchased and predicted that either the General or his youthful running mate, Sen. Richard M. Nixon (Calif.), would appear on combined radio and television national networks "from 15 to 20 times" before the campaign is over.

He estimated time charges for full simulcast coverage vary between $50,000 and $65,000 (no talent fees are involved, of course), depending on station clearances. He added that the GOP "naturally will have to pre-empt commercial time" in some instances in the next two months.

GOP plans call for "plenty" of radio-TV spots, Mr. Humphreys explained, with study now being turned to 20-, 30-, 60-second announcements in selected areas. Film and transcribed cut-ins, featuring introduction of the two GOP candidates by Senators prior to major addresses, also are in the mill.

Kudner in GOP

A corps of Kudner Agency executives are operating in Republican National Campaign headquarters at the Washington Hotel in Washington, D. C. These include Mr. Armstrong, manager of Kudner's publicity department who works on station clearances, and Mr. Lindsay, eastern advertising agency executive, who is radio-TV expediter. Others are Elroy Walter (printed media) and Wendell Gibbs (films).

Bruce M. Allen, ABC network television director, and L. Roche Walter, director of advertising and public relations for Flinkote Co., joined Kudner as radio-TV director and copywriter, respectively, for the same GOP account.

Other noteworthy appointments are those of Norris J. Nelson and Ted Rogers. Mr. Nelson, who formerly served with the Office of Strategic Services in World War II, will handle visual aids for the national committee. Mr. Rogers, assistant manager, radio-TV department, Dancer-Fitzgerald-Sample, Hollywood, has been named to Sen. Nixon's campaign staff to serve as radio-TV liaison director.

In the Democrats' camp, Bert Crotty, well-known independent producer, will handle production arrangements on the Stevenson swing. Robert Swan, radio-TV director of The Katz Co., which handles the Democrats' campaign, also is making the tour. Ken Fry, radio-TV director of the Demo-

(Continued on page 89)

TED ROGERS (l), Hollywood executive for Dancer-Fitzgerald-Sample, congratulates Sen. Richard Nixon (Calif.), Republican nominee for Vice President, on the current progress of the GOP campaign. Mr. Rogers, a long-time friend of the Senator, is making advance arrangements for Sen. Nixon's radio and TV appearances.

BBDO NAMED

Works With Kudner for GOP

BBDO has been named by Kudner Agency Inc. to collaborate in handling the advertising program for the Eisenhower-Nixon campaign, J. H. S. Ellis, Kudner president, announced Thursday.

Mr. Ellis said addition of the BBDO talent and skills was desirable because of the large amount of work to be done in a short period. Selection of BBDO as associate agency was approved by Arthur E. Summerfield, chairman of the Republican National Committee and campaign manager for Gen. Eisenhower.

"We are very happy that Ben Duffy, BBDO president, has accepted our invitation to cooperate," Mr. Ellis said. "This assignment is a most important one and we welcome the addition of the experienced personnel of BBDO to our efforts."

The two agencies will function on such specific assignments as radio and TV. Bruce Barton, BBDO chairman and former Republican Congressman, will take an active part in the advertising program. He has been on the West Coast but was to return to New York City over the weekend.

XUM

TV SPECTER CAN'T BITE

Midwest Stations Discover

By J. FRANK BEATTY

SCARED of television?

There's no need for radio stations to contemplate last rites in anticipation of TV's arrival, judging by the experience of broadcasters in several midwestern states.

They have experienced — and survived, too — the mushrooming growth of television and are willing, on the eve of television's promised spread into all corners of the nation, to tell what they have learned.

There are no recorded AM radio deaths in the states studied, nor in the entire nation, that can be traced solely to the video virus. A few marginal operations have sloughed off here and there, but there is no evidence that TV has been the principal culprit.

This striking evidence of good radio health in the face of television's expansion exists despite the doubling of AM stations after the war and despite an influx of hundreds of Commission-cajoled FM outlets.

Broadcasters who have lived through TV submit ample and thus far irrefutable evidence that:

- **Radio is here to stay.**
- **It's still the lowest cost mass medium.**
- **There are many ways of meeting TV competition, and they really work.**
- **Marginal radio operators can look for trouble.**

Once TV's glamor has lost the shock of novelty, radio's place in the community is re-established in the minds—and ears—of the public, according to once frightened broadcasters who again are doing business as usual, sometimes worse and often better.

A lot of lessons have been learned by a lot of broadcasters whose cities have suddenly sprouted dipoles. Sometimes they have been expensive lessons; sometimes they have been learned at little cost.

In search of the answer to problems of the broadcaster who faces TV competition and is lying awake nights worrying about it, BROADCASTING • TELECASTING went to an obvious and authoritative source of information—broadcasters themselves, including some who are outside TV's impact but have watched neighboring operators.

The study was made in a midwestern area covering the states of Ohio, Kentucky, Indiana and Michigan. Within this area are cities with as many as seven or eight video signals pouring in from several directions. There are areas with only one or two good TV signals. Finally, there are areas that have no TV at all, aside from an occasional sky-piercing antenna array erected by a venturesome fan.

Delegates from 22 stations were interviewed at the NARTB District 7 (Ohio, Ky.) and District 8 (Ind., Mich.) meetings, held at Cleveland and Mackinac Island, Mich. [B•T, Aug. 25]. They represented all types of stations and all sizes of markets—radio outlets in TV areas; in TV fringe areas; in non-TV areas, and joint radio-TV operations.

At each meeting delegates were contacted from about a third of the stations represented. They were selected on the basis of station type and represent typical cross-sections of all kinds of stations in markets of all sizes.

All delegates were asked the same question: "What should a radio station do to meet television competition?"

On the business side, the answers add up roughly to this: The plush days are over; you have to start serious selling.

On the program side, the comments yield this general observation: Radio must do the type of job it is best suited for; programming must be improved.

A closer look at the business comments shows a strong conviction that most clients can be held on the books when TV comes to town, and the stimulating effect of competition will lead to hard selling that brings in new accounts. There's an enormous amount of untapped business, judging by the experiences of broadcasters who are living in areas of high TV saturation.

Prudent and aggressive management, the study shows, will lead to cutting of operating costs as well as stepped-up salesmanship.

Cutting of card rates, however, is another matter and some managers who have been through the wringer are quick to warn that cutthroat and chiseling practices won't solve the TV problem.

It's pointed out, too, that radio is delivering much larger audiences than was the case a decade ago, and rates haven't gone up much. Meanwhile printed media have raised their rates time after time.

Another consoling thought for the radio operator to mull over, some managers point out, is the high cost of television time. This often prices TV out of the reach of many local advertisers, particularly retailers, and it's time broadcasters started tapping the rich retail field for a proper share of store dollars.

Many broadcasters in TV areas note that a substantial share of local advertisers attracted by video's initial glamor soon will return to radio where the cost-per-customer-reached is lowest in the major media field.

As to programming, broadcasters facing TV competition have been forced to study their logs carefully and to find out what listeners like about radio as well as what they don't like about TV—and at what time of the day.

They have learned to emphasize local programming and to do more on-the-spot pickups live or delayed. They have learned, in many cases, to get better talent and to improve production.

Although radio lacks eye appeal, broadcasters have discovered there are many types of programs listeners prefer without sight. Examples are short dramas, newscasts and music. They have learned to take advantage of the out-of-home audience—a much more important audience than they had realized.

But let these broadcasters tell their own stories. Here are summaries of the views offered by broadcaster and broadcaster-telecaster delegates from the four midwestern states:

LEONARD E. NASMAN, WFMJ Youngstown, Ohio—Give more action programming, including cooking schools, giveaway programs, beauty contests, polka contests, county fair pickups, Santa Claus features. Encourage mail-pull programs, with photos of announcers as inducement. Broadcasters should get off their fannys and go to work.

CARL E. GEORGE, WGAR Cleveland — Radio must provide better programming of types that can't be duplicated by any other medium—programs that draw on the imagination, that can be enjoyed while relaxing, and easy to listen to.

ALLEN HAID, WSPD and WSPD-TV Toledo—Accent special events, news and music. Broadcast stations should take what they can do best, and develop it. Most TV revenue is new money. Broadcasters should hold most of their old clients in TV markets, and get new ones. AM advertising can be maintained in major markets by revaluation of accounts never before sold, bringing in new clients.

HERBERT E. EVANS, WRFD Worthington (Columbus) Ohio—We program to the farmer so television doesn't hit us too hard. You can't milk a cow or run a tractor and look at television. Farmers are choosy about their program selections.

ROBERT O. RUNNERSTROM, WLOK Lima Ohio—First of all, broadcasters must resolve not to cut rates and then become reconciled to the chance they will not have the lush profits of the past. They must pay more for talent, and then roll up their shirt sleeves and start selling.

GILMORE NUNN, WLAP Lexington, Ky.—A lot of money going into TV is new money. Television's glamour will attract new advertisers who weren't on radio but should have been. Some of them will get into radio, too. Radio must become a simple, solid medium. If it gets down to basics, it can hold the present position as the best low-cost advertising medium.

H. K. CARPENTER, WHK Cleveland—It's foolish for radio to try to do what TV can do better. Radio has a definite place in the media field. Let's concentrate on what radio can do better. All media, and family activities suffer the first year and a half to two years of TV. Radio must

(Continued on page 34)

RADIO CODE

To Be Revived, Dist. 17 Told

STRONG feeling for revival of the NARTB Standards of Practice has developed in the broadcasting industry, with the association preparing to announce membership of a new Standards of Practice Committee, President Harold E. Fellows told District 17 (Ore., Wash., Alaska) at its opening session Thursday.

The district delegates met at the Multnomah Hotel, Portland, Ore., with H Quenton Cox, KGW Portland, presiding as district director.

With growing interest shown in radio rate-cutting, Mr. Fellows indicated the question will be taken up by the new Standards of Practice Committee when it meets this autumn, possibly in early November. The committee will consider radio rates from the ethical standpoint, Mr. Fellows explained, but in no way get into the subject of rate control because of legal implications.

Referring to television's impact on broadcasters, Mr. Fellows said the main question asked is this, "Can I still make money in radio after television comes along?"

"Four years of open competition have proved that radio is here to stay and has a growing future," he declared.

Richard P. Doherty, NARTB employe-employer relations director, addressed the Thursday afternoon session on labor-management problems. The question of NARTB government relations and legislation was discussed Thursday morning by Ralph W. Hardy, heading that department at the association.

Mayor Dorothy McCullough Lee, of Portland, told the delegates that "radio today is the most important molder of public opinion and the nation's most important educator." The press once held this role, she recalled, but added she is "inclined to think that the larger job is done today by radio and this will be even more true of television. In the field of public education, no medium equals radio and television."

RATE CUTS ATTACKED

At NARTB Dist. 11

RATE-CUTTING practices, "especially the proposed combination radio and television rates," were "condemned and deplored" by NARTB District 11 last week in Duluth.

Under chairmanship of Harry W. Linder, KWLM Willmar, Minn., District 11 broadcasters took a strong stand against cut-throat competitive practices within the industry after hearing President Harold E. Fellows describe rate-cutting as "poison."

Joining in criticism of rate practices was H. E. Westmoreland, head of Westmoreland Adv. Agency, Duluth, and formerly at WEBC Superior, Wis., as well as Arrowhead Network. Noting wide variation in local and national rates, he said stations in comparable markets had totally unrelated rates.

Mr. Westmoreland advocated "custom - made merchandising," with stations serving particular needs of individual advertisers. Stations outside metropolitan and TV areas could get national business by working through local retailers and distributors, he suggested.

Walter Compton, general manager of WTTG (TV) Washington, presiding at a television session, said radio definitely can live with TV, citing Washington as an example. Commenting on the alleged high profits of TV outlets, he said overhead eats away much of the revenue.

Possibility that all TV will go to UHF was foreseen by Mr. Compton in a question-answer period. UHF is good for non-VHF areas, he said, but in VHF areas it may be necessary for UHF stations to underwrite campaigns to promote sale of converters.

He advised stations to start out with a low TV rate, raising it as conditions permit. He observed that WTTG shows a single feature film three times a day, reaching different audiences each time.

In constructing TV stations, he said, there should be as much space for storage as for studios. He added that WTTG is using more live commercials and participations, aided by rear projection equipment.

Richard P. Doherty, NARTB employe-employer relations director, said an analysis of five small TV stations' shows revealed an average of 93 hours operation a week comprising 60 hours network, 21 hours local film and 12 hours local live programming. Employment averaged 23 persons per station.

Mr. Doherty discussed labor union problems in TV and conducted a radio-TV management and employment session Monday afternoon.

Mr. Compton said he did not believe subscription TV will mature into a major medium. As to theatre TV, he said video rights to some events are too expensive for TV and might well be left to the theatres.

Mr. Fellows addressed the district on the subject, "I Can Get it for You Retail," with local merchants as guests of broadcasters. He pointed out advantages of radio in stimulating retail sales and offered tips to both stations and retailers.

Robert K. Richards, NARTB assistant to the president, and Manny Marget, KVOX Moorhead, Minn., led a news clinic. Mr. Richards described an NARTB study of newscasts.

Members of the resolutions committee were Lee Whiting, KEYD Minneapolis; Orville Burda, KDIX Dickson, N. D., and John F. Meagher, KYSM Mankato, Minn.

Delegates adopted a resolution proposing that radio newsmen, now doing a major news-gathering job, be featured by script writers in dramas and mystery stories for broadcast. Most dramas feature newspaper reporters, with radio newsmen seldom granted recognition.

Development of a standard formula for fees covering rights to athletic events was urged, with station market coverage as a determining factor.

Other resolutions commended NARTB's efforts to obtain joint tower insurance rates; endorsed Broadcast Advertising Bureau; commended the leadership of President Fellows; called on radio and TV stations to bring non-members into the association, along with stepping-up of field activities; asked the board to provide adequate tools for the employe-employer relations department; praised the contribution by Mr. Compton to the meeting; endorsed the NARTB petition calling for amending of operator rules, and thanked KDAL and WDSM Duluth for arrangements.

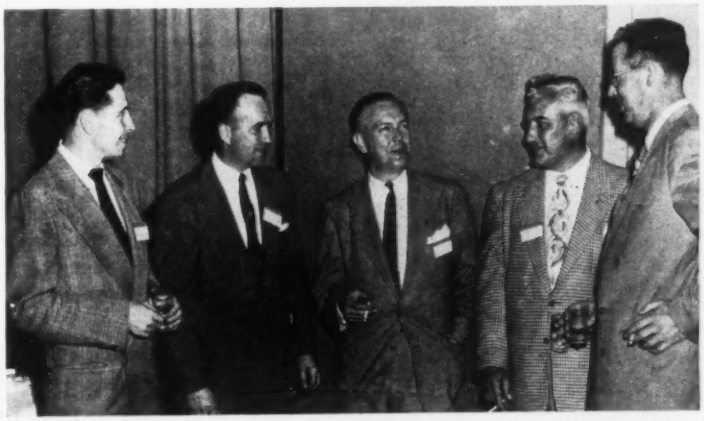
* * *

DULUTH MEETING GROUP includes (l to r): Jack Dunn, WDAY Fargo, N. D.; Dorothy Ann Kirk, KILO Grand Forks, N. D.; Dalton LeMasurier, KDAL Duluth; F. E. Fitzsimonds, KFYR Bismarck, N. D.; John F. Meagher, KYSM Mankato, Minn.

* * *

GROUP CHATTING with Harry W. Linder, KWLM Willmar, Minn., District 11 director, includes (l to r): Ray Hamilton, Blackburn-Hamilton; Lee L. Whiting, KEYD Minneapolis; Manny Marget, KVOX Moorehead, Minn.; Mr. Linder; Odin S. Ramslund, KDAL Duluth.

* * *



LISTENING TO NARTB President Harold E. Fellows at District 11 meeting (l to r): Tom Young, KWAT Watertown, S. D.; Rodney Quick, WDSM Duluth; Mr. Fellows; Ray Eppel, KORN Mitchell, S. D.; Byron McElligott, KSDN Aberdeen, S. D.

Registration for NARTB District 11 (Minn., S. D., N. D.)

Allen, Hugh S. Jr., Lang-Worth Feature Programs, New York; Barnes, Tom, WDAY Fargo; Bloomquist, Carl, WEVE Eveleth; Burda, O. F., KDIX Dickinson; Dell, H. L., KGDE Fergus Falls; Doherty, R. P., NARTB, Washington; Doty, Don, WCOW South St. Paul; Dunkin, Jack H., KNUJ New Ulm; Dunn, Jack, WDAY Fargo; Eberhart, Woody, RCA, Minneapolis; Ekstrum, Bob, WCCO St. Paul; Eppel, Ray, KORN Mitchell; Fellows, Harold, NARTB, Washington; Fitzgerald, Harold, SESAC, New York; Fitzsimonds, F. E., KFYR Bismarck.

Gentling, David, KROC Rochester; Gill, Gerry, AP, Omaha; Gorham, M. C., KILO Grand Forks; Grandy, John, KDAL Duluth; Greer, Chuck, Graybar, Minneapolis; Haacke, Lauren, KDIX Dickinson; Hagman, C. T., WDGY St. Paul; Hamilton, Ray V., Blackburn-Hamilton, Chicago; Hannaher, Thomas, KVOX Moorehead; Harkaway, Harvey A., SRDS, Chicago; Henton, Earl, WEBC Duluth; Hudson, Rex, KDAL Duluth; Johnsen, Earl, KLIZ Brainerd; Kaplan, Cy, World Broadcasting, New York; Kennedy, Robert, KBZY Grand Rapids.

Kerby, Bill, WDSM Duluth; Kirk, Dorothy Ann, KILO Grand Forks; Klindworth, B. J., Dumont Labs., Chicago; Lawrie, Bruce, WDSM Duluth; LeMasurier, Dalton, KDAL Duluth; Linder, Harry, KWLM Willmar; Livingston, Herman, KILO Grand Forks; Lue, Clifford, WEBC Duluth; McElligott, Byron, KSDN Aberdeen; Marget, Manny, KVOX Moorehead; Marsh, Ken, KWNO Winona; Martin, Lew, WDSM Duluth; Meagher, John F., KYSM Mankato; Mertz, Art, *Advertising Age*, Chicago; Nelson, Ralph, WDSM Duluth; Olson, Martin, Weed & Co.

Owens, R. L., KVOX Moorehead; Peterson, Oscar, WMFG Hibbing; Petrich, Arnold, KILO Grand Forks; Quick, Rodney, WDSM Duluth; Ramsland, Odin, KDAL Duluth; Rich, Robert, WREX Duluth; Richards, Bob, NARTB, Washington; Reeser, Gregory, RCA Thesaurus, Chicago; Ridder, Bob, WCCO Mineapolis; Robertson, Mal, KDAL Duluth.

Shaw, Bill, BROADCASTING • TELECASTING, Chicago; Sill, Jerome, WMIL Milwaukee; Smith, Edward G., WTCN Minneapolis; Squire, Burt, BMI, New York; Sorensen, Loren, Ruthrauff & Ryan, St. Paul; Stubblefield, Bill, NARTB, Washington; Edesco, Al, WCOW St. Paul; Tenpenny, Ray, KEYD Minneapolis; White, M. H., KWNO Winona; Whiting, Lee, KEYD Minneapolis; Young, Tommy KWAT Watertown.

SET CONTROLS

OPS Lifts Ceilings

PRICE controls on radio-TV receivers and related equipment were summarily suspended by the government last week.

The Office of Price Stabilization acted in line with an alternative proposal last July by the Radio-Television Mfrs. Assn., recommending outright decontrol or suspension for an indefinite period [B•T, Aug. 4].

OPS left the door open, however, for re-establishment of ceilings in the event a wholesale price index (measured against sales volume) reaches a certain level. The suspension, effective last Friday, covers ceilings at all distribution levels.

At the same time OPS warned it would keep an eye on table model radios "on which prices have been firmer than prices on other products of the industry."

OPS Weighed New Markets

In taking the action, an agency spokesman said, OPS had considered prospect of new TV markets, with potential increase in demand and perhaps higher prices. Retention of controls to curb this eventuality had been favored in some OPS quarters.

The suspension is invoked for the following products:

Radio receivers, radio - phonograph combinations, parts including radio cabinets and cabinet parts, television receivers, television combinations of all kinds, television antennas, boosters and accessories, parts including television cabinets and cabinet parts, phonographs, record - player attachments, tape or wire magnetic recorders (with exception of office equipment), tape and wire for magnetic recorders and their parts.

"In general, current selling prices of radio and television reflect a decline beginning in June 1950," OPS noted, citing a drop from an index of 100 to 96.1% by January 1951 and to 89.8% in June 1952. Figures were gleaned from a composite wholesale price index.

The suspension would be terminated if the index hits 97% of the January 1951 level. The index will be weighted in proportion to sales volume, and based on data supplied OPS by the set industry.

Set-makers' selling prices average 10.2% below ceilings and retail has declined even more, OPS observed. Phonographs and related items (comprising less than 3% of the radio - TV industry) have dropped to a lesser degree, though prices have remained stable the past year and a half.

MBS Promotion Pitch

MUTUAL's "What Makes a Net Work?" pitch was given to General Mills in Minneapolis Wednesday and to MBS central division salesmen in Chicago Thursday [B•T, Aug. 18]. Mutual and WGN Chicago salesmen and members of the trade press were guests of Ade Hult, vice president in charge of sales.

REBROADCASTS

FCC Stays Rule 30 Days

EFFECTIVE date of the bitterly opposed FCC rebroadcast rule was postponed for another 30 days last week when the Commission stayed the order to Oct 1. This is the second postponement for the controversial regulation that originally was scheduled to go into effect July 1.

Latest stay was taken following a formal request by NARTB and NBC two weeks ago [B•T, Aug. 25]. It was opposed by broadcaster Gordon Brown, owner of WSAY Rochester, who was the leading spirit in getting the regulation adopted.

Briefly, the regulation would amend the rebroadcast rules in AM, FM and TV to require stations to file explanatory statements within 10 days after each refusal to consent to rebroadcast of a program [B•T, May 19]. This would result in pirating of programs, undue burden on refusing stations which might not have the right to approve rebroadcasts, and in other unfair activities, objecting broadcasters have charged. NARTB, CBS and NBC have objected to the new rule.

Both NARTB and NBC asked that the latest postponement be made, because the Commission has not yet acted on petitions asking for repeal of the action.

NARTB MEMBERSHIP

New Influx Cited

INFLUX of new members during current series of district meetings has been announced by NARTB President Harold E. Fellows. Membership activity has been at a peak during the meetings, under direction of William T. Stubblefield, NARTB station relations director.

Since last April, 43 AM stations have become active members of the association. They are:

WOWL Florence, Ala.; WDBQ Dubuque, Iowa; WELC Welch, W. Va.; WFTR Front Royal, Va.; KFEQ St. Joesph, Mo.; KTRN Wichita Falls, Tex.; KTOW Oklahoma City, Okla.; KVET Austin, Tex.; WWJ Detroit; WHKC Columbus, Ohio; WHKK Akron; WVCG Coral Gables, Fla.; WMMB Melbourne, Fla.; WPAZ Pottstown, Pa.; WCFV Clifton Forge, Va.; WLFH Little Falls, N. Y.; KNBR North Platte, Neb.; WIRK West Palm Beach, Fla.; WSWN Belle Glade, Fla.; KDSJ Deadwood, S. D.; KLOU Lake Charles, La.; WRAC Racine, Wis.; KWWL Waterloo, Iowa; WEOA Evansville, Ind.; WOOD Grand Rapids, Mich.; KCRT Trinidad, Col.; WILK Wilkes-Barre, Pa.; WPKN Montgomery, Ala.; WREX Duluth, Minn.; KTRM Beaumont, Tex.; KBZY Grand Rapids, Minn.; KOSA Odessa, Tex.; WEVE Eveleth, Minn.; KATY San Luis Obispo, Calif.; KMVI, Maui, Hawaii; WKCT Bowling Green, Ky.; WVMC Mt. Carmel, Ill.; WMPA Aberdeen, Miss.; WJOC Jamestown, N. Y.; KSDN Aberdeen, S. D.; WMIL Milwaukee, Wis.; KODI Cody, Wyo., and KSJO San Jose, Calif.

NBC Eyes Rate Status

(Continued from page 23)

formula would reduce—scale based on the number of hours sold by NBC-TV beyond a certain point—the number of "free hours" which affiliates are required to give the network [B•T, Aug. 4, July 28].

Present standard NBC-TV affiliation contract provides for affiliates to give the network, free, the first 24 hours of network option time each month. For each succeeding hour of network commercial programming, the affiliates get 33⅓% of the network's gross income. The free hours are regarded as compensation for line charges and sustaining programs provided by the network.

Under the affiliate-proposed plan the present arrangement would continue up to and including 174 hours of network commercial time per month. Beyond that point, it was explained, the affiliates would recapture 15 minutes of their "free hours" for each additional network commercial hour. When the network sold a total of 270 hours per month, the affiliates "free hours" would be reduced to zero under this scale.

September Meeting Expected

The committee named to negotiate further with NBC on the proposal consists of Mr. Welpott; Mr. Damm, chairman of the NBC-TV Affiliates Assn.; E. R. Vadeboncoeur, WSYR-TV Syracuse, who is chairman of the network TV SPAC; Mr. Sugg of WKY-TV as well as WKY, and Edwin K. Wheeler, WWJ-TV Detroit.

A further meeting of this group with NBC officials is expected toward the end of September.

Meantime, while ABC and Mutual officials gave no indication of their plans with respect to radio time charges other than to say they will be adjusted to stay competitive with rival networks, executives of CBS Radio still had not "sold" their new plan to two important groups of two affiliates each—the Goodwill Station's WGAR Cleveland and WJR Detroit, and the Cowles interests' KRNT Des Moines and WNAX Yankton.

Of the two other affiliates which had not already approved the plan, one — WNOX Knoxville — signed last week, and the affiliation of the other (KCBQ San Diego) is slated to terminate by the end of the year anyway, under an arrangement whereby KFMB San Diego will move from ABC to CBS Radio, with KCBQ expected to switch to ABC [CLOSED CIRCUIT, Aug. 25].

So far as the four remaining holdouts were concerned, CBS Radio authorities appeared hopeful of reaching an agreement shortly with Cowles Broadcasting Corp.'s President Luther Hill with respect to WNAX and KRNT. Non-signing by these stations presumably was based on the ground that they must deal at arm's length with the network to avoid possible anti-trust implications and accordingly should not accept the agreement worked out by the affiliates as a group.

Network negotiations with the Goodwill Stations appeared to be more difficult, but CBS officials said negotiations are to be resumed later this month when Goodwill President John Patt returns from vacation.

These negotiations have been and are complicated by the fact, generally known in the industry, that WJR and WGAR as a package have, in the past, enjoyed compensation rates considerably higher than those provided in the network's standard affiliation contracts. In its present negotiations, it is understood, the network has now insisted that the stations take approximately the standard rate of compensation, although reports circulated that both sides have suggested compromises which thus far have been rejected. The WGAR-WJR affiliation contracts run to Sept. 30.

The vital nature of the negotiations was indicated by observers' speculation, unconfirmed, that acceptance of the standard rate of compensation might mean a cut of $800,000 or more in what the stations together receive from CBS Radio annually.

CBS Stations Relations Vice President Herbert V. Akerberg has conferred frequently with Goodwill officials on the subject, including sessions with Mr. Patt and the Goodwill board in Detroit Aug. 12-14, immediately following the CBS Radio affiliates convention which approved the new rate-and-discount plan.

NARTB TV CODE

Board to Review Progress

SIX MONTHS of TV program and commercial operation under the NARTB Television Code will be reviewed Sept. 30-Oct. 1, 2 in New York by the NARTB Television Code Review Board.

Coming before Chairman John E. Fetzer, WKZO-AM-TV Kalamazoo, Mich., and the four other committee members will be reports of progress in the industry's self-discipline by the code and its seal. Ninety-four video stations now are subscribers to the TV code, which became effective last March 1.

At the last meeting in June, Chairman Fetzer said the board had noted the progress by networks and stations in conforming to the code but saw need for still more improvement.

Other members of the Code Review Board are Mrs. Scott Bullitt, KING-TV Seattle; J. Leonard Reinsch, WSB-TV Atlanta; Walter J. Damm, WTMJ-TV Milwaukee, and Ewell K. Jett, WMAR-TV Baltimore.

NARTB soon will announce membership of a new Standards of Practice Committee, to meet by November and consider broadcast standards, including ethics of rate-cutting [B•T, Aug. 25].

Radio Station

WBEN

of The Buffalo Evening News

announces that

THE HENRY I. CHRISTAL CO.

NEW YORK AND CHICAGO

will act as its national sales representative
effective September 5, 1952

WBEN's association with the HENRY I. CHRISTAL COMPANY is prompted by the Station's conviction that Radio's interests best will be served by a representative engaged exclusively in the sale of the Radio medium.

This will keep Radio in the strongest possible position to be competitive and dynamic in line with its potential and its obligation to render public service.

In making this move, WBEN is proud to join the company of a group of Radio Leaders:

WDAF, Kansas City
WGAR, Cleveland
WGY, Schenectady
WHAS, Louisville
WJR, Detroit
WTMJ, Milwaukee

NBC BASIC **WBEN** BUFFALO

In Buffalo WBEN is preferred by most listeners most of the time

PROGRAM STUDY

Harris Gives Warning

REP. OREN HARRIS (D-Ark.) warned the nation's broadcasters that they must clean up their programs or suffer the possible consequences of censorship. The Arkansas Congressman uttered this admonition when he addressed the Arkansas Broadcasters Assn. in Little Rock last week.

Mr. Harris, who is chairman of the House Commerce subcommittee investigating radio and TV programming [B•T, June 9 et seq.], said that broadcasting is part of the American home and therefore part of American family life.

"You, therefore, have a tremendous responsibility to the American public," he told his ABA audience.

Meanwhile, it was announced that the program probe would resume in Washington Sept. 16 and 17 with NARTB witnesses, TV Director Thad H. Brown and Government Relations Director Ralph W. Hardy, scheduled to appear.

New York Meets Set

Meetings are also scheduled in New York for Sept. 23 and 24, with CBS' Jack Van Volkenburg, NBC's Charles R. Denny Jr. and National Television Film Council's Melvin Gold scheduled to testify. There has also been some talk that the committee will call packagers, advertising agencies and sponsors to the stand.

Windup of hearings probably will be held in Washington Sept. 25 and 26. Only witness expected to appear is a representative of the Brewer's Foundation to answer allegations of temperance witnesses that beer commercials are offensive.

However, the committee has had communications from a variety of prospective witnesses. Among them are such organizations as the National Academy of Broadcasting, a radio-TV announcers' school in Washington; the Rhode Island Committee on Radio & TV and the National Council of Catholic Men. Also expected to testify are the American Civil Liberties Union and a representative of the FCC.

OTIS BRYAN (l), president of Muehlebach Brewing Co., radio sponsor of the Kansas City Blues baseball games, presents Larry Ray, WHB Kansas City, Mo., sports director, a wristwatch, after a contest between Louisville Colonels and the Blues over the largest "Radio Night" attendance.

BUSH MAY RUN

For McMahon Conn. Seat

PRESCOTT S. BUSH, CBS Inc. minority stockholder and director, has been mentioned in political circles the past fortnight as a contender for the Connecticut Republican nomination for the U. S. Senate.

Mr. Bush's name was raised as the special GOP State Convention prepared to meet in Hartford this week to nominate a candidate to assume the seat of the late Sen. Brien McMahon (D-Conn.) Major activities are scheduled for this Thursday.

The CBS Inc. director, who holds 10 shares of Class A stock in the corporation—or considerably less than 1%—was defeated in a Senatorial election two years ago. He lost out to Sen. William Benton (D-Conn.), despite heavy use of radio and television [B•T, Aug. 28, 1950]. Sen. Benton, who was nominated by the Democrats to fill an unexpired term, is running for re-election himself.

4th Anniversary | **WREV** AM • FM

REIDSVILLE, N. C.

. . . Heart of the Old Tobacco Belt . . . diversified industries . . .

OWNER-MANAGEMENT . . . PERSONAL ATTENTION TO EACH ACCOUNT

ANNOUNCERS WITH TALENT . . . BEST IN THE FIELD

REIDSVILLE AND RETAIL TRADING ZONE POPULATION . . . 101,500

CONSUMER DATA (May, 1952 release from research experts of Sales Management magazine.)

1951 INCREASE OVER 1950 | RETAIL SALES 50% | INCOME PER FAMILY 13% | INCOME PER PERSON 9.75%

TV Specter Can't Bite

(Continued from page 30)

rely on material in which sound is complete, where sight is not needed. A half-hour drama on radio is a complete production but most half-hour TV dramas of necessity are sketchy. Besides, they cost more. Music is usually better on radio, with TV detracting from its appreciation.

ROBERT T. MASON, WMRN Marion, Ohio—Keep working on clients who drop radio for TV, and many of them will come back. Programming should be improved, with emphasis on local programs that TV can't provide. New radio talent should be developed because artists who go on TV don't have the same zest for radio.

HUGH O. POTTER, WOMI Owensboro, Ky.—Radio must re-sell advertisers on radio, returning to the day when we showed advertisers they got their money's worth from radio. Local advertisers don't believe in surveys and should be shown actual results. See what interests listeners and give it to them.

JAY WAGNER, WLEE Sandusky, Ohio—Strictly local coverage is the secret—covering local happenings as they happen. People are always interested in what happens in their community. Sandusky has TV reception from three cities but WLEE has lost only a few advertisers who figure the radio audience has been cut.

WALBERG L. BROWN, WDOK Cleveland — Reasonable rates and good programming are the answer. Serious music is an effective weapon in competing against TV. Advertisers are constantly amazed when we show them basic material on the extent of radio listening and the size of radio station audiences.

MORT WATTERS, WCPO and WCPO-TV Cincinnati—Radio stations in TV markets where TV has 80% penetration, as in Cincinnati, should hunt the nearest road for the hills. Radio should focus on auto sets and music. It's difficult to sell night-time radio periods in Cincinnati.

VERNON NOLTE, WHIZ Zanesville, Ohio — Radio faces declining revenues after a steady climb for the last 15 years. Stations must keep down operating costs by cutting off the fat and they must develop smarter programming.

MIKE LAYMAN, WSFC Somerset, Ky.—If broadcasters keep on doing the local job they will still be listened to primarily. Local advertisers can't afford TV.

ROBERT W. FERGUSON, WTRF Bellaire, Ohio—Comb your list of accounts and spread out farther for business. You just can't argue that TV is no good. More remotes and use of tape in covering meetings will hold audiences.

JOHN E. FETZER, WKZO and WKZO-TV Kalamazoo, Mich.—A lot of radio stations still sell on ratings against TV. This is completely against the tide. Ratings should go out the window. Get qualitative studies showing how radio sells goods. These always "beat the pants off newspapers." Radio should show "how many papers it delivers to the doorstep" and not show "how many people read an ad." In joint operations radio and TV salesmen should be prepared. Our radio salesmen have a high morale and work under an incentive plan. Local radio sales are up 20% over a year ago.

DON DeGROOT, WWJ Detroit—Radio stations need more salesmen and more merchandising. They must revise programming and take advantage of the out-of-home audience. Radio listening in TV homes exceeds predictions, and radio has a lower cost-per-thousand than television. Depreciation of radio is anything but complete when TV enters. Radio still has 48% of the home after TV arrives.

C. BRUCE McCONNELL, WISH Indianapolis—Develop local business by cooperating with advertisers. Improve programming and provide programs people can listen to while working.

ROBERT B. McCONNELL, WISH Indiapanolis—Too much radio today is not programmed to build an audience, regardless of whether there is television in the area. Radio should sell advertisers on the basis of merchandise results. If we give good service we'll get our share of the listener's time.

ARCH SHAWD, WZBZ Muskegon, Mich. — Entrench yourself in the minds of regular listeners and redouble efforts to sell broadcasting as a medium. Radio is weak in selling. Broadcasters should get off their bottoms and tighten up both programming and production. We've hardly scratched the surface in radio.

GEORGE MILLAR, WKMH Detroit—Radio must build out-of-home listening and go on as if nothing happened when TV enters. Radio salesmen have never sold—they've just taken orders. TV is priced out of the retail market.

JOHN F. WISMER, WHLS Port Huron, Mich.—Newspaper and magazine circulations have declined as their rates have increased. Radio rates are the same as in 1940 and we deliver twice as many listeners. If radio sells hard, there is no need to fear the arrival of television.

LES BEIDERMAN, WTCM Traverse City, Mich.—Radio stations in TV areas should closely analyze their operation. The answer is aggressive management.

RCA THESAURUS

Sends Subscribers Bonus

SPECIAL bonus baseball show, *World Series Cavalcade*, has been sent to RCA's Thesaurus transcription library subscribers, RCA Recorded Program Services announced last week. The show comprises 10 quarter-hour baseball programs of highlights and favorite anecdotes of World Series games of former years and includes special, transcribed theme music.

Each program contains a mail-pulling merchandising gimmick, RCA said, to stimulate sale to local sponsors. Accompanying promotion material offers selling tips and recommends concentration of sales on such advertisers as sporting goods stores, breweries, gas station and mens' clothing stores.

MEET Seattle's Salemaker

SEATTLE'S SALEMAKER

is ready to sell your product, too. For Salemaker and Seattle market **facts,** wire Bill Simpson, KRSC National Sales, or call our nearest representative:

EAST: Geo. W. Clark, Inc.
Los Angeles: Lee F. O'Connell Co.
San Francisco: Western Radio Sales

Moves merchandise right now . . . . more results . . . . more listeners per dollar

That's the record already rolled up by the sensational KRSC Salemaker, a powerful but thrifty spot plan that is paying off handsomely in the rich Seattle market.

You can sell Seattle faster, cheaper with KRSC Salemaker. Use eight spots per day on this dynamic independent station: costs you no more than a one-per-day schedule on a network station but delivers terrific all-day impact. Even during the first week your product **moves!** Merchandising? Man, KRSC is **Seattle's First Merchandising Station.**

KRSC

powered and programmed to cover the profitable Seattle trading area

MERCHANDISING *NBC Reports Progress Of New Department*

A STEP-BY-STEP report on organization and first six months operation of NBC's merchandising department—set up first to service radio advertisers but now ready, it was disclosed, to help TV sponsors, too—was presented by its officials at a trade press luncheon in New York last Wednesday.

★

Asserting that the local nature of merchandising makes it a job which only a radio or TV network can handle in truly effective fashion, the network's merchandising director, Fred N. Dodge, sketched the frame work of his department's operations and emphasized that it approaches each advertiser's problems individually.

"Merchandising means to sell," he said, "and NBC's approach to the job is to hand-tailor the effort to fit the needs of the advertiser and the area involved."

He pointed out that any medium must constantly prove its selling power and said that merchandising, although not "an auxiliary sales force, can do just that."

Marshall Keeling, assistant manager of the department, reviewed the misconceptions which must be overcome in selling stations on the importance of their cooperation. He reported that as of now, out of 190 NBC affiliates, 47 are doing what is classified as a "Class A" merchandising job; 48 are doing Class B; 60 Class C; 24 are still undecided, and 11 are "holdouts."

But, he added, many of those not now actively participating in the merchandising program—which is conducted solely at network expense, with $500,000 budgeted for first year operation of the department—are still considering it and may yet participate.

In TV, Mr. Keeling reported, 22 stations qualify for Class A participation, 6 for Class B, 16 for Class C, while 11 are undecided, and 8 have not been contacted.

Gordon Lane, manager of merchandising promotion, demonstrated how point-of-sale promotional aids try to change the shopper's questions from "What brand should I buy?" to "How many should I buy?" He presented NBC-radio's merchandising symbol "Mike, the Happy Salesman," and NBC-TV's "Mr. C. Tee Vee," which appear, respectively, on all of NBC's radio and TV merchandising displays.

Aside from creating display materials, he noted, the merchandising department counsels and assists both stations and advertisers with their merchandising-promotion problems.

Stafford Mantz, supervisor of material units, reviewed the three monthly publications which the department sends out each month: *NBC Merchandising Memo*, offering suggestions to affiliates in regard to merchandising; the *Food Merchandigest* and the *Drug Merchandigest*. These publications give "local stations a well-edited trade digest at cost," he said.

now for 1st time!

HOPALONG CASSIDY

half-hour radio series

available locally on transcription

● **Here it is! You can now buy the world's most famous name and personality — HOPALONG CASSIDY — on transcriptions for local city-by-city use. Select your stations and time today and let Hoppy assure the success of your advertising campaign.**

● **For market reservations and costs, phone, wire, or write NOW!**

Exclusive Eastern Distributors

Charles Michelson, inc.

15 WEST 47th ST., N. Y. 36 PL 7-0695

TV Networks' Sales Preview

(Continued from page 25)

the sales of *Adventures of Ozzie and Harriet* to Hotpoint and Lambert Pharmacal, Walter Winchell to Gruen watches and *Mystery Theatre* to Sterling Drug—all of these combination packages on both radio and television networks—plus *Super Circus* on TV to Kellogg.

"This amounts to an excess of $8,750,000 for time and talent," Mr. Friendly said. But beyond the value of these shows themselves, their sales will "attract other commercial programs to take advantage of the adjacencies," Mr. Friendly predicted.

Fred M. Thrower, CBS-TV vice president in charge of network sales, thinks his network's sales this fall will be roughly 90% bigger than for fall of last year.

One factor in the increased volume will be the arrival of new sponsors on CBS-TV including Singer Sewing Machine Co., Simmons Co., American Chicle Co., Thos. Leeming & Co., and Sealy Inc., all of whom are on the books for fall debuts.

Older Sponsors to Up Schedules

And older sponsors will be underwriting more ambitious schedules. American Tobacco Co. will increase the number of Jack Benny appearances on CBS-TV and will add a new half-hour program, *Biff Baker, U.S.A.*, Thursdays at 9 p.m. (a program which starts in November and hence is not listed in Table II in October 1951-October 1952 comparison).

The *Burns and Allen Show*, seen last year on alternate weeks, will become a weekly feature this fall under alternating sponsorship of Carnation Co. and B. F. Goodrich.

General Foods, Lever Bros. and Colgate-Palmolive-Peet are expanding their CBS-TV programs, Mr. Thrower said.

CBS-TV this fall also will increase its daytime TV network programming.

"Arthur Godfrey, who was not in daytime television a year ago, will be seen in hour long shows on Monday through Thursday," Mr. Thrower pointed out. "With Mr. Godfrey starting off the day for CBS Television—under the sponsorship of Owens-Corning, Frigidaire and French Sardine, as well as Lever Bros. and Pillsbury—the base for expanding CBS daytime television is solidly set, and is more than amply strengthened by General Mills' everyday sponsorship of *Bride and Groom*.

"Colgate-Palmolive-Peet, having already established the success of daytime audience participation shows with *Strike It Rich* last year, will continue that program this season.

"Campbell Soup brings *Double or Nothing* to CBS-TV, and *Art Linkletter's House Party* joins the CBS-TV daytime family during the coming year under the sponsorship of Pillsbury, Kellogg, Lever Bros. and Green Giant.

"Continuing through the 1952-53 season there will also be such daily dramatic shows as American Home Products' *Love of Life*, Procter & Gamble's *Search for Tomorrow* and its recently introduced *Guiding Light*. On Sunday afternoons, the Cat's Paw Rubber Co. (also new to television) will sponsor the *Quiz Kids* on alternate week basis."

At DuMont, "most of last season's sponsors are back this fall and, without exception, they are using more extensive networks than they utilized last fall," according to Mr. Bergmann, director of sales.

Mr. Bergmann said that an increasing number of sponsors were finding that "Du Mont will build a network of stations to fit an advertiser's distribution system — that they don't have to buy several stations they don't need to get the few that they do."

upcoming

NARTB District Meeting Schedule

Date	Dist.	Hotel	City
Sept.			
4-5	15	Mark Hopkins	San Francisco
8-9	16	Del Coronado	Coronado Beach, Calif.
11-12	14	Cosmopolitan	Denver
15-16	12	Lassen	Wichita
18-19	13	Texas	Ft. Worth
22-23	10	The Elms	Excelsior Springs, Mo.
25-26	9	Plankinton	Milwaukee
Oct.			
2-3	4	Carolina	Pinehurst, N. C.
6-7	5	Biltmore	Atlanta
9-10	6	Peabody	Memphis
13-14	3	Penn-Harris	Harrisburg, Pa.
16-17	2	Westchester Country Club	Rye, N. Y.
20-21	1	Statler	Boston

Sept. 3-4: NBC and affiliates-SPAC meeting, Chicago.

Sept. 4-6: Board of Governors, Canadian Broadcasting Corp., Radio Canada Bldg., Montreal.

Sept. 5: BAB Sales Clinic, Chicago.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 8: National Capital Forge of American Public Relations Assn. fall meeting, Hotel Lafayette, Washington.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 11-13: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 12-13: Advertising Federation of America District 7, Thomas Jefferson Hotel, Birmingham, Ala.

Sept. 12-14: N. Y. State Chapter of American Women in Radio and TV annual meeting, Cornell U., Ithaca.

Sept. 14-18: Theatre Owners of America annual convention, Hotel Shoreham, Washington, D. C.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 17: Texas Assn. of Broadcasters, semi-annual meeting, Fort Worth.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

SHIRLEY BARBOUR
AS KVOO
WOMEN'S EDITOR

KVOO WOMEN'S EDITOR...

NAMED *Miss Oklahoma*

In addition to the large and faithful audience who know Miss Shirley Barbour as KVOO's charming voice on "For Feminine Ears", this versatile young lady has a new and admiring following — the boys are rallying 'round these days! Miss Barbour swept a large and lovely field before her to become "Miss Oklahoma" and the State's official entry in the Atlantic City Talent and Beauty Pageant in September! Beauty of face and form are not too easily reflected over a microphone, but the charm and talent of this intelligent young lady have won for her a large and friendly following for KVOO's popular woman's program, "For Feminine Ears", heard Monday through Friday at 8:45-9:00 A. M. It's a great show!

SHIRLEY
BARBOUR
AS
MISS
OKLAHOMA

IF YOU WANT TO SELL TO WOMEN

Let Shirley do it with a participating announcement on "For Feminine Ears". Call, wire or write KVOO or your nearest Petry office for availabilities.

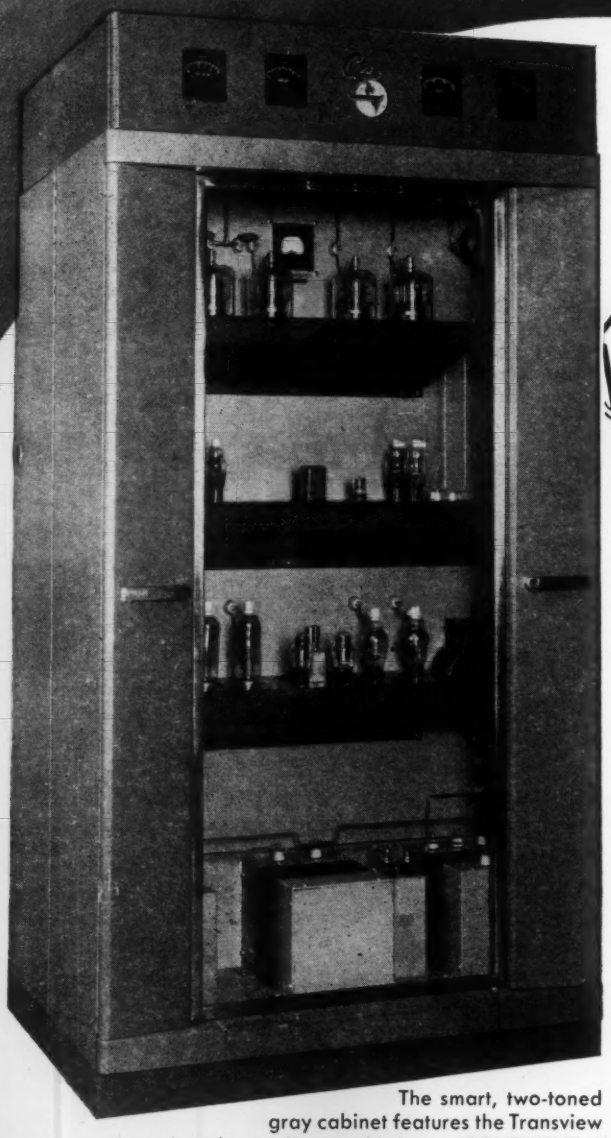
RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — TULSA, OKLA.

OKLAHOMA'S GREATEST STATION



The smart, two-toned gray cabinet features the Transview glass door styling used in larger CONTINENTAL Transmitters, providing greater visibility and accessibility of all tubes and parts. Unified, frameless construction permits vertical members and partitions to serve as panels on which the transmitter components are mounted. This arrangement lends itself ideally to the forced air ventilation system used.

Sp... another engineering triumph by Continental

...the new 314-2 1 KW AM TRANSMITTER*

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

*GraybaR QUALITY SINCE 1869 *REG. U.S. PAT. OFF. Distributed by *GraybaR ELECTRIC COMPANY

For Equipment above and beyond the usual standards

* NOW AVAILABLE FOR IMMEDIATE DELIVERY

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 10, Texas Phone EVergreen 1137

BUILDING PROJECTS

Supply Outlook Brightens

BARRING unforeseen disruptions, radio-TV broadcasters can obtain all the critical materials they need for construction or remodeling projects after next April 1.

This prospect emerged as the government (1) proposed general relaxation of construction curbs in the second quarter of 1953 and (2) removed copper and aluminum from the "critical" list of items now in "short supply."

Building-minded broadcasters are not promised any further relief on the amount of materials they may self-authorize for small jobs—only recreational, entertainment and amusement projects will be accorded this treatment. But broadcasters do stand to gain generally since applications for larger projects are expected to be approved down the line.

These developments portend heartening news for new or potential television station grantees, particularly those who have not yet ordered materials to erect new structures or to alter existing ones now used for radio operations. Easing of copper and aluminum curbs also offers promise for adequate output of new TV receivers, especially in new TV station markets.

Under action last week by the National Production Authority, entertainment and related enterprises now will be permitted to self-certify orders for copper, aluminum and steel. Radio-TV, in the industrial category, will continue eligible for self-certification up to 25 tons of steel, 5,000 pounds of copper and 4,000 pounds of aluminum.

In this connection, NPA also abolished the distinction between industrial and other construction fields, giving the latter the same benefits now enjoyed by radio-TV and other industrial projects. Removal of the distinction was interpreted as a good omen for the broadcast industry by one NPA spokesman. He said if sewage, transportation, schools, houses and public building projects are in line for more metals, radio-television, too, will benefit as an "essential industry."

In short, more materials will be available for everybody bent on construction after April 1. It even was held possible the effective date of liberalization might be advanced, a Construction Industry Advisory Committee was told last Tuesday.

The Defense Production Administration, meanwhile, announced that aluminum and copper materials are "in approximate balance with defense and essential civilian demand." Full quotas for "most civilian uses" may be possible as early as April, according to DPA Adminstrator Henry Fowler.

Steel Industry Return

The steel industry should return to its pre-strike status during the first quarter of 1953. Copper has been increased steadily for heretofore prohibited uses. More aluminum will be available, too, but will not appear in abundance until January 1954.

Set-makers generally have had no difficulty in meeting radio-TV consumer demand and inventories have slacked off to normal. NPA has allotted more materials for the normal Christmas season demand. Some components are short but not critical. Transmission-wise, the picture is becoming brighter for buyers of steel towers, transmitters, cameras and other radio-TV equipment.

Broadcasters desiring to build, but who have not yet begun, may have trouble in obtaining construction permits for a few months, depending on defense needs. But CPs and accompanying materials will be granted "in spot cases" according to criteria previously set forth [B•T, Aug. 11].

One of the newer applicants is WTOP Inc., Washington, which has applied for 350 tons of structural steel, four or five tons of copper and aluminum (unspecified) to start its new building designed to house all radio-TV facilities.

Requests turned down for the fourth quarter starting Oct. 1 probably will be honored after the turn of the year. These requests involve applications for materials in excess of the self-certifying ceilings —or for larger projects.

Applicants with construction already underway probably will receive sufficient steel if they have been getting materials throughout this year. Cases involving steel allocations promised but not delivered may be deferred until January.

N. Y. AD CLUB

Course Begins Oct. 9

ADVERTISING Club of New York will begin its 29th annual advertising and selling course Oct. 9. The course includes 27 lectures including one on "Television as an Advertising Medium" by Glenn Gundell, vice president of National Dairy Products Corp.. and "Broadcasting—Present and Future" by Murray B. Grabhorn, director of business development, Edward Petry & Co.

A series of clinics will include these topics: "Audience Measurement—Radio and Television," Sydney Roslow, research director, The Pulse Inc.; "Commercial Radio and Television Writing," Joseph A. Moran, vice president and associate director of radio and television, Young & Rubicam; "Timebuying," Frank Silvernail, radio-TV timebuying manager, BBDO; "Radio and Television Programming," Rodney Erickson, manager of radio and TV dept., Y&R; "Audience Promotion and Merchandising," John Cowden, operations director, sales promotion and advertising, CBS-TV; "Television Production Problems," Richard Pack, program director of WNBT (TV) New York (NBC).

RTMA PANELS

Named by Plamondon

TWO committees to serve during the coming year have been named by A. D. Plamondon Jr., board chairman of Radio-Television Mfrs. Assn. Dr. W. R. G. Baker, General Electric Co., was reappointed chairman of the RTMA Television Committee, which directs association television acivities. John W. Craig, Crosley Div., was renamed chairman of the FM Policy Committee, which is developing close cooperation with NARTB.

Members of the TV group, besides Dr. Baker, are: Benjamin Abrams, Emerson Radio & Phonograph Corp.; Robert S. Alexander, Wells-Gardner & Co.; Max F. Balcom, Sylvania Electric Products Inc.; H. C. Bonfig, Zenith Radio Corp.; Mr. Craig; Allen B. DuMont, Allen B. DuMont Labs.; J. B. Elliott, RCA Victor Division; E. K. Foster, Bendix Radio Div.; Paul V. Galvin, Motorola Inc.; W. J. Halligan, Hallicrafters Co.; L. F. Hardy, Philco Corp.; W. A. MacDonald, Hazeltine Electronics Corp.

Serving with Mr. Craig on the FM group are: Mr. Bonfig; Mr. Elliott; Mr. Hardy; H. L. Hoffman, Hoffman Radio Corp.; E. H. Vogel, General Electric Co. Ex-officio members are Dr. Baker and Mr. Plamondon.

AUTO RADIOS

Surveyed in Pittsburgh

FURTHER light has been shed on radio's bonus audience—the auto radio listener — in three surveys compiled by Guide-Post Research on ownership and set usage habits in Pittsburgh, Pa. The studies utilized telephone, personal interview and recall methods, with only 5% variance in car radio ownership, the firm claims.

The telephone survey covered 1,000 homes in July and revealed that 71% of passenger cars in the Pittsburgh district were equipped with radios. A second study, involving 500 autos at bottle-neck traffic points, found 70% with radios, of which 3% were broken. A third analysis, involving 1,800 families, reported 66% of radio-equipped cars, of which 6% were not in working condition. All surveys were concurrent.

The traffic survey found that 27% of the cars on the road between 4 and 4:30 p.m. had a radio in working use, with 39% actually turned on. The 1,800 families study reported ratios of 23% and 37%.

In the traffic study, cars with radios on averaged 1.3 persons per auto compared to 1.6 in cars with radios off. In one-person autos, 49% of radio autos had their sets on, compared to 28% for those occupied by persons other than the driver.

Latest Pulse and Conlan Surveys Show

WFBC

LEADS BY FAR IN WESTERN SOUTH CAROLINA

The latest Pulse Survey for Western South Carolina — June 23-27—reports WFBC leading all other Greenville stations by a widening margin of listeners.

From 6 a.m. to 7 p.m.

of the 260 quarter hours measured by Pulse during the week, WFBC led all other local stations during 170 of these periods, placed 2nd in 90, and never fell below 2nd.

WFBC's leadership over its competitors in listeners delivered is:

20% *above the 2nd Station—*
120% *above the 3rd Station—*
260% *above the 4th Station—*
350% *above the 5th Station—*

Counties covered in this Pulse Survey were: Abbeville, Anderson, Greenville, Greenwood, Laurens, Oconee and Pickens.

And in the Evening Hours

—the latest Conlan Survey shows WFBC leading other stations during 55 of the 60 quarter hour periods surveyed.

For complete information about WFBC's leadership in the Western S. C. Market ask

AVERY-KNODEL, INC.

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.

XUM

CBS CLINIC

To Talk Radio Promotion

CBS Radio's 1952 fall promotion campaign will be outlined to an expected 125 CBS Radio promotion managers and station executives at a two-day clinic Thursday and Friday at the Hotel Pierre in New York.

In announcing clinic plans last week, Charles Oppenheim, administrative manager of sales promotion and advertising for CBS Radio, said the first day will feature talks by CBS Radio executives and the second day special seminars dealing with specific station promotion topics.

CBS Radio executives who will speak include:

President Adrian Murphy; Louis Hausman, administrative vice president; John Karol, vice president for network sales; Lester Gottlieb, vice president for network programs; W. Eldon Hazard, network sales manager; Mr. Oppenheim; George Bristol, sales promotion and advertising director; Harper Carraine, research director; Frank Nesbitt, network sales presentations director; Wells Church, news and public affairs director, and George Crandall, press information director.

A similar clinic is set for some 25 CBS Radio Network affiliates on the Pacific Coast Sept. 11 with Messrs. Hausman, Hazard and Oppenheim as speakers.

OFFICERS OF NEW MEXICO Broadcasters Assn. discuss recent effort of state high schools to levy fees for radio coverage (l to r): H. DeWitt Landis, KICA Clovis, treasurer; A. M. Cadwell, KOAT Albuquerque, president; Ivan Head, KUSF Santa Fe, vice president.

'FALSE' ADS CITED

By FTC Against Two Firms

TWO firms were charged by the Federal Trade Commission last week with using radio broadcasts and printed media for false and misleading advertisements for their products.

FTC issued complaints against Ar. Winanrick Inc., New York (Jeris hair tonic), and Mme. C. J. Walker Mfg. Co., Indianapolis (hair and scalp treatment), for alleged misrepresentations. Hearings were set for each city Oct. 14. The stations which carried the broadcasts were not identified.

ELIGIBLE VOTERS

Now Nearly 95 Million

CITIZENS aged 21 and over numbered 94,802,019 when the decennial U. S. Census was taken in 1950, comprising 97.3% of the total population in that age bracket, according to Roy V. Peel, director, Bureau of the Census. This group represents the voting population of the country.

About 7½ million civilians will be old enough to vote for the first time in the Nov. 4 Presidential election, according to a bureau estimate, with a total of 98.4 million persons old enough to vote compared to 94.9 million in 1948.

LIBEL LIABILITY

TAB to Review Legislation

PROPOSED legislation to relieve Texas broadcasters of libel responsibilities in political campaigns will be reviewed by Texas Assn. of Broadcasters, meeting Sept. 17 in Fort Worth. Head of the discussion committee is Kenyon Brown, KWFT Wichita Falls.

Phil McHugh of Tracy-Locke, will discuss the Advertising Research Bureau Inc. studies showing radio's superiority as a medium for retailers. Wes Izzard, KGNC Amarillo, will discuss the topic, "What Is Wrong With Radio." Fred Palmer, management consultant of Worthington, Ohio, will speak on the subject, "How to Close a Sale."

COMEDY WORKSHOP

Gagwriters to Feature

NATIONAL Assn. of Gagwriters is expanding regular sessions of the Gagwriters Institute to include a series of "Comedy Workshops."

The new course, to start Sept. 15, is designed to "foster new funsters" and features varied studies touching on pantomime, improvisation and elocution, with top comedians, program directors and producers from radio-TV and other fields serving as consultants.

WEEU DISPUTE

NLRB Approves AFRA Unit

WEEU-AM-FM Reading, Pa., has been ordered by the National Labor Relations Board to bargain collectively with American Federation of Radio Artists (AFL) as agent for the station's staff announcers.

The order was contained in a board decision last week upholding preliminary findings of an NLRB trial examiner. WEEU-AM-FM is licensed to Hawley Broadcasting Co., against which the union filed a complaint a year ago that the station refused to bargain after November 1950.

The board sustained most of Trial Examiner John H. Eadie's early findings in favor of AFRA and overruled another in which he claimed WEEU had not refused to negotiate in good faith.

WEEU has held that a unit of staff announcers, without inclusion of continuity writers, was inappropriate and that it had good cause to question the union's majority in December 1950 when it claimed only four announcers. AFRA filed its complaint Sept. 19, 1951, citing this and other labor practices it termed unfair.

Sets Unit Aside

In its final decision, NLRB set aside a unit comprising all staff announcers, including a special announcer for women's programs, but excluding the program director and all other supervisors over which NLRB claims no jurisdiction.

In reply to WEEU's request for a decision based on precedent in a case involving Westchester Broadcasting Corp. (WFAS-AM-FM White Plains, N. Y.), the board noted it "recently repudiated the dictum . . . that an appropriate unit in the broadcasting industry necessarily includes all programming department employes." It cited that reversal in disputes involving continuity employes excluded from units at WGH Newport News and WNOR Norfolk, Va.

In these instances, AFRA also emerged victorious when the board placed emphasis on a new criteria for unit designations—that groups be limited to those radio-TV employes who appear "regularly or frequently" before microphones and cameras. The policy elicited strong minority dissents from board members [B•T, July 21].

Open but Confidential

BROADCAST stations last week received an "open letter" from Gerald L. K. Smith titled "Editors Confidential," in the form of a booklet. The author claims American radio has been influenced by Anti-Defamation League and American Jewish Committee, refusing him a chance to buy time for expression of opinion.

In One Ear...

. . . but NOT out the other! Central Ohioans listen to WBNS-Radio with both ears. We know they pay attention to commercials as well as popular CBS and local programs.

It pays to point selling messages at an audience of 1-¼ million which *responds* to selling messages because it *hears* them. Products advertised over WBNS earn impressive sales figures and a large share of this 24-county Billion Dollar market.

ASK JOHN BLAIR

WBNS RADIO

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

HOUSTON'S FIRST PULSE REPORT

(APRIL - MAY 1952)

CONFIRMS HOOPERATINGS!

	Daytime ¼ Hours 8:00 A.M. to 6:00 P.M.	Nighttime ½ Hours Monday through Sunday
KPRC	**26**	**40**
Network Station **B**	10	22
Network Station **C**	4	4
Network Station **D**	0	18

KPRC HOUSTON

There's NO CONTEST between the rating services in Houston! Hooperatings through many years have been positively confirmed by Houston's First PULSE REPORT (April-May 1952) showing that now, as it has been for 27 years, KPRC is FIRST!

NBC and TQN on the Gulf Coast

JACK HARRIS, General Manager • Nationally Represented by **EDWARD PETRY & CO.**

WECHSLER BAN

ACLU Criticizes Removal

DROPPING of *New York Post* Editor James A. Wechsler from the *Starring the Editors* series on WABD (TV) New York [B•T, Aug. 11] was branded by the American Civil Liberties Union last week as "a flagrant violation of the civil liberties principle of non-censorship."

In a separate development last week Mr. Wechsler was returned to the program, following expiration of the sponsorship cycle of the Grand Union Co. The decision to continue the program as a sustainer for the present, and to reinstate Mr. Wechsler, resulted from negotiations between DuMont and Badger & Browning & Hersey, owners of the show, following Grand Union's decision not to renew.

Mr. Wechsler was dropped from the show after publication of a newspaper article reviewing his 1934-37 membership in the Young Communist League. He countered that his former association with the group had been a matter of public record since 1937, that he has been a "militant anti-communist" since that time, and that pressures had been applied to the Grand Union Co., to have him removed from the panel after the newspaper story appeared.

ACLU, in a letter to Grand Union President Lansing P. Shield, asserted that dropping of Mr. Wechsler "is more than a technical violation of civil liberties. It is a distressing demonstration of the lack of faith of a major American business in the principle of freedom, which has permitted American business to flourish and grow under our democratic system."

Grand Union's sponsorship of *Editors* terminated Aug. 20.

Meanwhile, Mr. Wechsler appeared as a panelist on NBC-TV's Aug. 24 edition of *Meet the Press*.

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
(Total U.S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)
EXTRA-WEEK
July 13-19, 1952
EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
1	You Bet Your Life (NBC)	5.7
2	Dragnet (NBC)	5.4
3	F.B.I. in Peace and War (CBS)	5.0
4	Great Gildersleeve (NBC)	4.9
5	Dr. Christian (CBS)	4.8
6	Johnny Dollar (CBS)	4.8
7	Truth or Consequences (NBC)	4.7
8	This Is Your F.B.I. (ABC)	4.6
9	Romance (CBS)	4.6
10	Lineup, The (CBS)	4.3

Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1952 by A. C. Nielsen Co.

Earl C. Rayner

EARL CLEMENS RAYNER, 63, founder in 1921 of *Radio Digest* and publisher of other advertising trade papers, died Aug. 17.

Here's what

5000 watts

covers when you buy it on . . .

WARM

SCRANTON PENNSYLVANIA

N.E. PENNSYLVANIA'S MOST POWERFUL STATION DAY AND NIGHT

NOW AT 590 ON THE DIAL

Represented Nationally by

GEORGE P. HOLLINGBERY CO.

NEW YORK • SAN FRANCISCO
ATLANTA • CHICAGO
LOS ANGELES

11 COUNTIES IN NORTHEASTERN PENNSYLVANIA

918,000 POPULATION

$1,193,607,000 BUYING POWER

$735,441,000 RETAIL SALES

★

Affiliated with ABC

Strictly Business

(Continued from page 18)

into five minutes."

In discussing this early campaign, Mr. Dorff also reminisces: "My early life seems to have been one of protecting three younger brothers from all the bullies on the street. Through necessity, I became very handy with my fists at an early age.

"Otherwise, my early life was undistinguished; I went to school, played football, and was on the track team of every school I ever attended.

"I completed two full years of college in the evening session of New York U., specializing in advertising and mathematics. When I left the university, I was on the honor roll.

"Although I did not graduate from college, I was appointed to the faculty at the City College of New York where for seven years I lectured in the evening college on advertising campaigns and direct mail advertising."

Mr. Dorff said that his first business experience was acquired in a bank on Wall St., where he worked for about five years. However, an advertising man he would be, so Mr. Dorff studied advertising at night.

He finally obtained a sales promotion position with the Waterman Fountain Pen Co. He was there a couple of years, winning the Dartnell Gold Medal Award for "one of the best sales letters written in this country in 1940."

After serving as advertising and sales promotion manager for a large beauty products concern, Mr. Dorff went into the agency field, spending several years with the Grey Agency. Most recently, he was an assistant to the president of the Silverstein-Goldsmith Advertising Agency. At the agency last year, he says, one of the advertisements he created for Marvella Pearls was selected as being among the best national advertising of the year.

Mr. Dorff's explanation as to how he went to Gruen is both frank and simple: "I heard the position was available and I applied for it."

In his present post, Mr. Dorff has complete charge of all advertising, promotional and public relations activity for the company and its dealers.

Away from his office on Cincinnati's Time Hill, Mr. Dorff has two hobbies: Playing with his children and creative writing.

"I have a daughter, age 10½, who will wind up being a great dancer and a very poor singer. She has appeared on television many times as a ballet dancer. My son, who is 3½, will probably wind up like his father—a very poor singer and a poor dancer, as well.

"I really don't have much in the way of hobbies except that every now and then I like to write songs and plays which everyone has the good sense not to produce."

It is generally true that one of the insights into a man's sense of values are the things in which he takes pride. One of Mr. Dorff's proudest boasts is that "I have never taken unfair advantage of anyone else or hurt anyone in trying to achieve success for myself."

COMMUNICATIONS

Huth Outlines Courses

COURSE in international communications and seminar on international broadcasting and television will be launched at the New School for Social Research in New York City on Oct. 1 and Sept. 29, respectively, it has been announced.

Communications course will cover the mass media, freedom and control of information, propaganda and other facets over a 15-week period. Arno Huth is instructor, and communication specialists as well as others will participate. Specialists from the UN, Voice of America will serve as guest instructors at the radio-TV seminar. Course is devoted to basic research and creative work.

Mr. Huth also has been asked to speak on "Radio, Television and the Mobilization of Public Opinion" at City College starting Sept. 25 and on "Radio and International relations" at Queens College beginning Sept. 16.

GOP CONVENTION

Nielsen Reports on Audience

MORE THAN 33⅓% of the nation's radio homes—or roughly 15 million—listened to four-network coverage of the Republican National Convention in Chicago last July, according to a special Nielsen Radio Index Report.

The NRI audience analysis, compiled by A. C. Nielsen Co., also revealed that Gen. Dwight Eisenhower's acceptance speech was heard in 5,560,000 radio homes, and Gen. Douglas MacArthur's keynoter in 5,307,000.

The Nielsen Television Report on the GOP Convention indicated that Gen. MacArthur's keynote speech was viewed in 8,285,000 TV homes to top the 7,668,000 figure for Gen. Eisenhower's acceptance address [B•T, Aug. 18].

Peak half-hour radio network audience during the GOP conclave was 7,576,000 homes at 2-2:30 p.m. July 11, toward the end of the final ballotting. Peak days were Monday and Thursday. The analysis was based on measurement of "every minute" of the convention coverage, according to the Nielsen report.

Number of radio homes reached by days that week follows: 15,665,000, Monday and Thursday; 14,124,000 on Tuesday; 15,622,000, Wednesday, and 15,536,000 on Friday.

The Tunnel That Was Floated 180 Miles

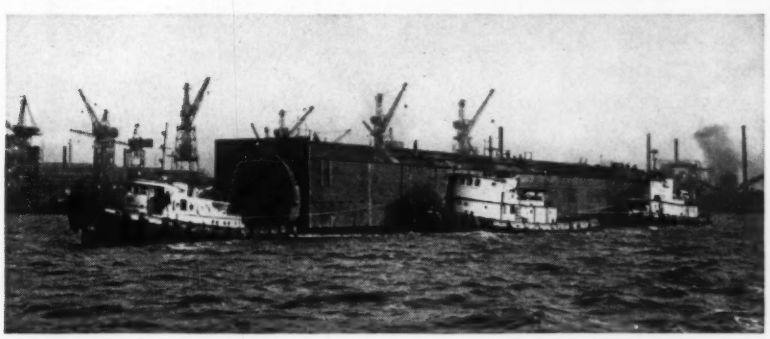
They didn't "hole through" the Elizabeth River Vehicular Tunnel in the usual way. This tunnel, which connects Portsmouth with Norfolk, Virginia, was built in a shipyard, then towed 180 miles to the construction site and sunk into a trench across the bottom of the river.

Seven huge double-shelled steel tubes, each as long as a football field, were built on the shipways at Bethlehem's Sparrows Point Shipyard, near Baltimore. The tubes were plugged with watertight bulkheads so they would float. Then they were launched like ships and towed down the Chesapeake Bay to the Elizabeth River.

When each tube arrived at the tunnel site it was lined with concrete while it was still afloat. The concrete roadways were poured inside of the tube and the completed unit was sunk into position. Each tube was then joined to the end of its neighboring tube on the bottom of the river until all seven formed a continuous tunnel section.

Although this is not the first vehicular tunnel to be built by this method, construction of the tunnel tubes in a shipyard is an interesting example of adaptation of facilities to work of a highly special character.

General contractors were Merritt, Chapman & Scott Corporation, New York.



One of the 300-ft steel tunnel sections starting on its voyage down Chesapeake Bay. Seven of these sections were fabricated at Bethlehem's Sparrows Point shipyard, near Baltimore, and were towed to the tunnel site at Norfolk, Virginia.

BETHLEHEM STEEL

BETHLEHEM STEEL

XUM

RADIO-TV TERMS
Fellows Gives Glossary

GLOSSARY of radio-TV terminology for the enlightenment of broadcasters' wives has been developed by Harold E. Fellows, NARTB president, for use at NARTB district meetings when the ladies are taking part in luncheons.

Letting whimsy run rampant, Mr. Fellows first divulged his definitions at the District 8 meeting held at Grand Hotel, Mackinac Island, Mich. A few:

Federal Communications Commission: A secret society, directed by six men and one woman, intent upon determining the public interest and convenience of your husband, but not his necessity.

Program Director: A fellow who's after the commercial manager's job.

Commercial Manager: The fellow who's after the manager's job.

Salesman: Matinee idler who's holding up the movie boxoffice in the face of television competition.

Announcer: An individual who likes to talk with his head in a box, so he can hear his voice but not see what he's reading.

General Manager: An all-suffering martyr who is trapped by circumstance and must carry on in the face of all odds.

Rate Cut: Something that's being done by the competitor across the street.

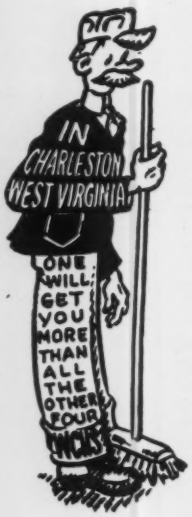
Network (if your husband's station is unaffiliated): An organized effort to eliminate independents.

Network (if your husband's station is an affiliate): An organized effort to create independents.

Miss Elaine Sloat
Time-Buyin' Beauty Queen
Benton & Bowles
New York City

Dere Elaine:

Th' boss and his staff hev jist come back from thet meeting where you give a talk about radio and how Tide swept acrost the country like a Tide, jist like WCHS with 5,000 on 580 sweeps acrost West Va. Ov course, youve knowed for a long spell thet WCHS gets into more homes in W. Va. then any other adv. mediam, accordin' to my boss and heez got a hole deskfull of figgers to prove thet. I hope th' boss lets me git to th' next meetin' where you air 'cause I shure heerd thet youre a mitey fine gal who knows her bizness.



Yrs,
Algy

WCHS
Charleston, W. Va.

OPERATOR RULES
NARTB Cites Irrelevant Issues

IRRELEVANT issues have been injected into the proposed change of FCC operator rules requirements and remote control operation of certain AM and FM stations, NARTB declared last week in its reply to oppositions filed with the Commission [B•T, Aug. 11, July 28, June 30, 9].

NARTB asserted the only relevant issues in the case are discussion of technical standards, safety and national defense under the Conelrad project. The irrelevant arguments raised by those who protest the rules changes, NARTB claimed, deal chiefly with operator shortages, wages and "alleged loss of employment opportunities." These claims are without merit, the petition charged.

"The NARTB and many broadcasters have conclusively demonstrated why the proposed rules should be adopted," the petition said. "General undocumented oppositions to those rules have been based upon conspicuously unsupported contentions. These oppositions piously urge that broadcasters, in the course of seeking to have rules adopted consistent with the development of the art, should be denied the benefits of these rules because they may also obtain an incidental economic benefit.

"Yet these same oppositions would retard that development and bring about a result in clear conflict with the public interest by maintaining an obsolete status quo to protect private interests, having no relationship with the Communications Act, from imagined injury. Surely the Commission cannot ignore its duties to the public for such unjustifiable and unsupportable purposes. The Commission cannot do so legally. Even if it could, the Commission must not do so unless it wants to relegate broadcasting to horse and buggy concepts while allowing other communications services to take their rightful place in the electronics age."

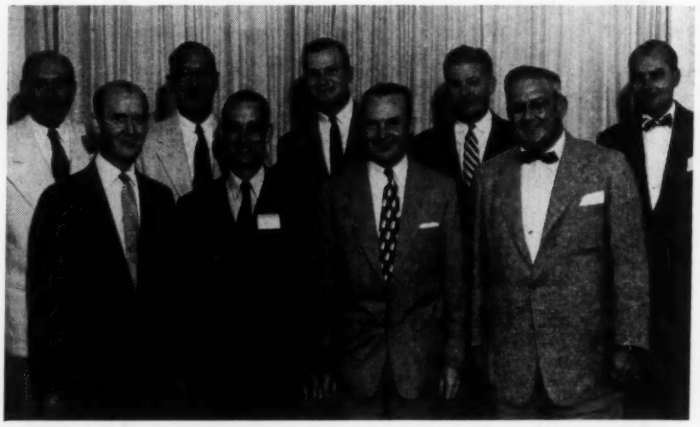
NCCJ AWARD
Truman, Radio-TV Praised

INTERNATIONAL Brotherhood Award of the National Conference of Christians and Jews will be presented in person to President Truman at a luncheon in Washington, D. C., Nov. 11. NCCJ and the broadcast media have cooperated extensively on annual Brotherhood Week.

In a letter to the Chief Executive, NCCJ President Everett R. Clinchy commended him and his administration for its advances in human relations. He also credited the assists from radio, television, press, film and other individual leaders. Mr. Truman has served as honorary chairman of Brotherhood Week the past seven years.

GREETING EXTENDED to NARTB President Harold E. Fellows at NARTB District 8 meeting by midwestern group. Front row (l to r): C. Bruce McConnell, WISH Indianapolis; Arch Shawd, WKBZ Muskegon, Mich.; Mr. Fellows; John F. Wismer, WHLS Port Huron, Mich. Back row, Fred A. Knorr, WKMH Detroit; John E. Fetzer, WKZO Kalamazoo, Mich.; Carl E. Lee, WKZO-TV Kalamazoo; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., District 8 director; James H. Keachie, RCA Victor Div.; Thad Brown, NARTB. Meeting was held a fortnight ago [B•T, Aug. 25].

* * *

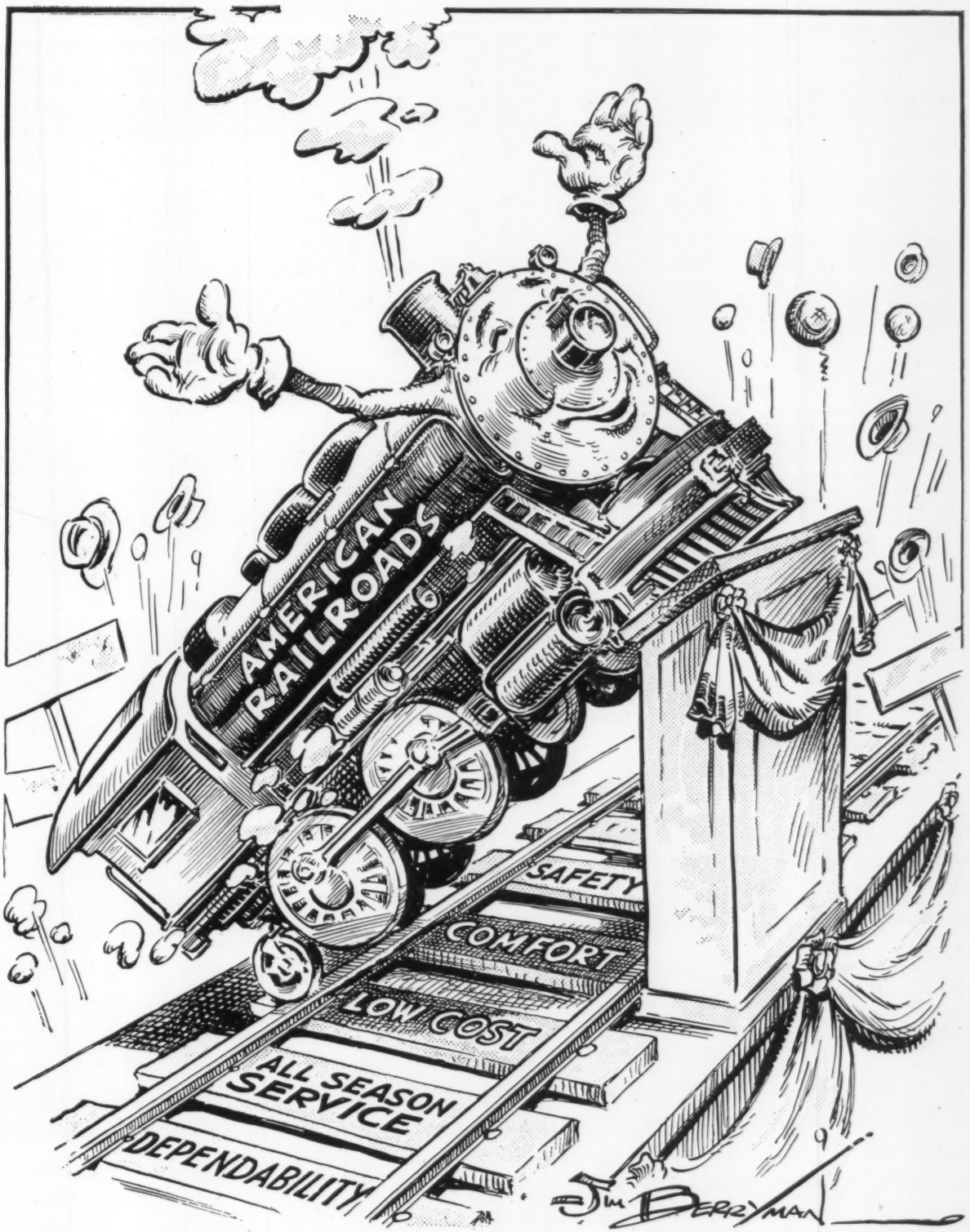


CAUGHT by camera at NARTB District 8 meeting (front row, l to r): Robert K. Richards, NARTB; Edward F. Baughn, WPAG Ann Arbor, Mich.; Don DeGroot, WWJ Detroit; Kenneth Carter, WAAM (TV) Baltimore. Back row, Leonard Versluis, WLAV Grand Rapids; Milt Greenebaum, WSAM Saginaw, Mich.; W. E. Walbridge, WWJ-TV Detroit; Walter Patterson, WKMH Detroit; Richard M. Fairbanks, WIBC Indianapolis.

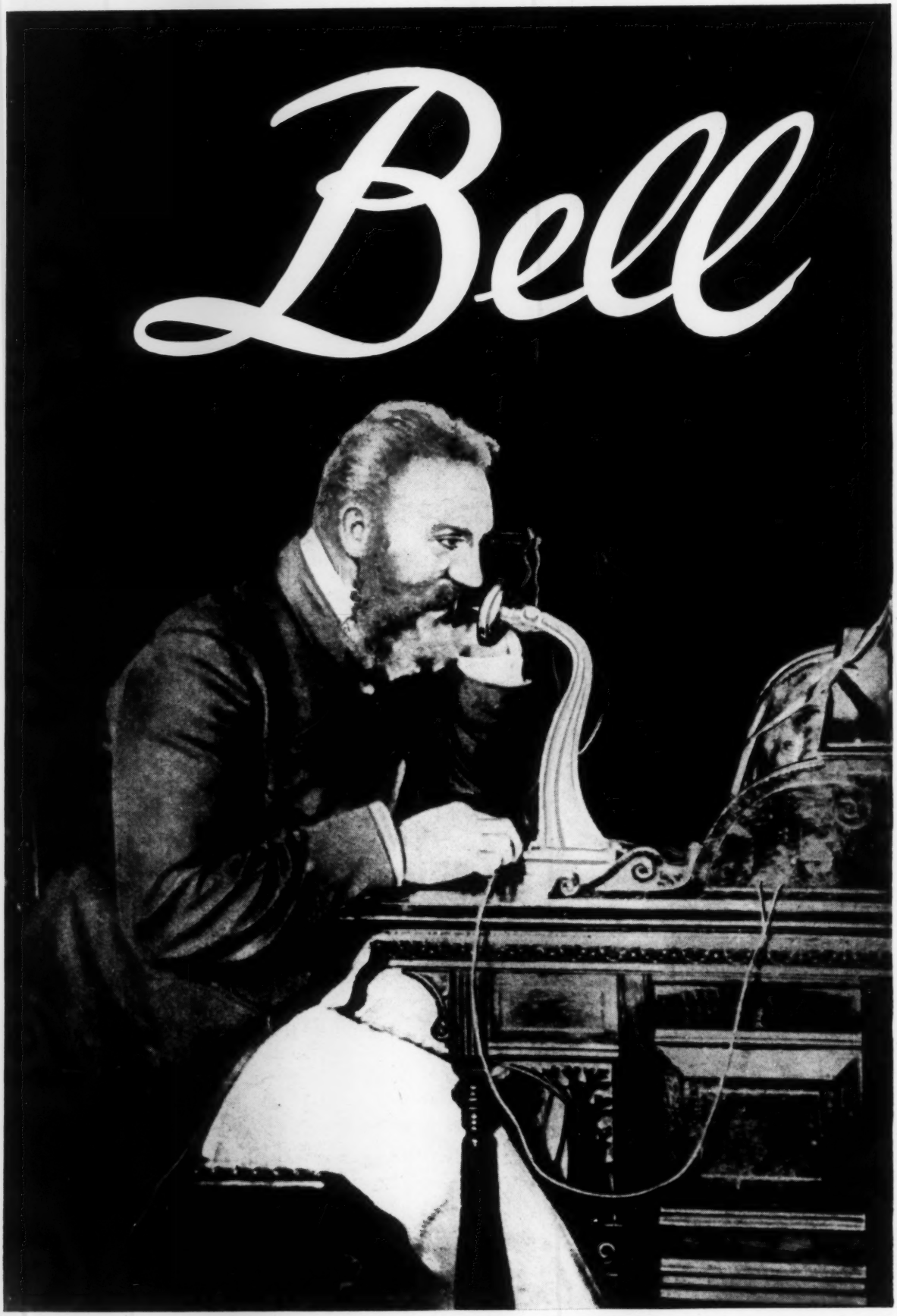
* * *

CORRIDOR GROUP at NARTB District 8 meeting (front row, l to r): Dan Jayne, WELL Battle Creek, Mich.; George Millar, WKMH Detroit; Robert B. McConnell, WISH Indianapolis; Richard P. Doherty, NARTB; Joe Higgins, WTHI Terre Haute. Back row, William T. Stubblefield, NARTB; O. W. Myers, WABJ Adrian, Mich.; Edward G. Thoms, WKJG Fort Wayne; Hal Fitzgerald, SESAC; Robert M. Booth Jr., WSAL Logansport, Ind.; Jake Scherer, WHFB Benton Harbor, Mich.

A GOOD PLATFORM TO RUN ON



for the ASSOCIATION OF AMERICAN RAILROADS


Bell

. . . a name to remember

The year was 1892. The place was New York City. The executives of the recently organized telephone company watched anxiously as Dr. Alexander Graham Bell closed the circuit that connected him with Chicago. The words he spoke that eventful day traveled 800 miles over a thin wire to be heard for the first time at such a distance. The event, coming only 16 years after Bell's first successful experiments in voice transmission, is a tribute to the genius and courage of a man whose unwavering belief in a principle revolutionized communications and speeded progress throughout the civilized world.

To the discoveries of Bell we owe not only the telephone but radio as we hear it today. Started commercially in 1920, radio was dedicated to broadcasting in the public interest . . . a principle that the STORER BROADCASTING COMPANY has staunchly guarded throughout a quarter century of service. Popular programming, guided by this public trust, has gained faithful listeners for STORER STATIONS in the seven rich markets they serve. Those are the stations where wise buyers hear what wise sellers have to say.

STORER BROADCASTING COMPANY

WSPD, Toledo, O. • **WWVA,** Wheeling, W. Va. • **WMMN,** Fairmont, W. Va. • **WAGA,** Atlanta, Ga.
WGBS, Miami, Fla. • **WJBK,** Detroit, Mich. • **WSAI,** Cincinnati, O. • **WSPD-TV,** Toledo, O.
WJBK-TV, Detroit, Mich. • **WAGA-TV,** Atlanta, Ga. • **KEYL-TV,** San Antonio, Tex

NATIONAL SALES HEADQUARTERS

488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

editorial

Commercial . . . .

AT FIRST GLANCE, the 1951 financial record of television, as reported a fortnight ago by the FCC, looks extremely favorable, especially for so young an enterprise.

As a whole, telecasters made a profit of just under 18% (before federal income taxes) on their $235.7 million business volume last year.

But first glances can be misleading.

Of the 106 TV stations covered in the report, 14 lost money. Indeed five of them that were on the air throughout both years lost more in 1951 than they did the year before.

Where were the losers situated? Eight were in the two markets where the most vigorous competition within television exists—in Los Angeles and New York, each of which has seven TV stations. Two were in three-station markets, three in two-station markets and only one in a monopoly market all to itself.

To judge by these statistics, it would seem that television is its own toughest competitor. If this continues to be so, and if the television population increases as much as is now anticipated, some people may lose their shirts.

The gamble becomes particularly hazardous in those secondary markets to which, because of geographical conditions, the FCC has allocated several channels each. In such communities television overpopulation can prove unfortunate.

It is not, of course, the FCC's business to decide how many stations a market can support economically. Happily, that decision still resides with the businessmen who want to risk their money in this new and fascinating art.

It will help these businessmen, in evaluating the risks involved, to read closely the loss as well as the profit sides of the 1951 TV financial report.

TV is not a gold mine where the nuggets lie around waiting only for the picking. It is a big business and will be an infinitely bigger one. And it will be rewarding to skillful management.

. . . . and Sustaining

AS NOTED ABOVE, it is not within the FCC's authority to restrict the number of television channels in a given community because of economic considerations.

In fact it is the Commission's duty to allocate the absolute maximum of channels that good engineering standards will allow—not only to allocate these channels but to make it possible for them to be put to early use.

We cannot help but feel that it is not carrying out this duty.

It is being distracted from its principal job—enabling the television system to grow normally—by the insistent effort of at least two Commissioners to find educational institutions able and willing to occupy some of the 242 channels reserved for non-commercial use.

If the same amount of effort was being used in expediting the handling of commercial applications already on hand, the processing lines would, we are sure, move more rapidly.

Both Chairman Walker and Comr. Hennock have been busier than bird-dogs trying to flush educational telecasters. They are even engaging in fund-raising activities, lending the pressure of the federal government to appeals for money to build and run the stations which, as far as the FCC is concerned, can be had by any educational institution just for the asking.

Chairman Walker has made three trips to the White House in three months, a record unmatched by any former chairman, for the announced purpose of keeping the President informed of the tremendous job the FCC is doing for education.

So eager is the FCC to avoid the embarrassment of winding up with 242 unused educational channels on its hands that it has discarded its own rules in granting eight stations of the 14 for which applications have been made.

In at least one of these cases, no showing whatever of financial ability was made. And in all seven cases, the financial resources seem extremely dubious.

Yet a primary rule for any applicant for a commercial facility is that he must prove he has the money on hand to build and run the station.

In their zeal to create a non-commercial, educational television system, the Commissioners are failing in their obligation to assist the expansion of the system that already exists and is, by the vote of 18-odd million TV set owners, eminently satisfactory.

Colorful Topic

THERE'S MAGIC in the word color.

Last week there was printed far and wide a story about the FCC being called upon to consider standards for a new color system. It even had the experts stumped. Calls came from the manufacturers themselves—the men who know where things stand. They know, moreover, that color is about as far from the minds of the FCC as smellovision.

The facts: An enterprising feature writer of the United Press went after a routine story on the status of color. She called the RTMA and was told there wasn't anything new since the NPA pulled the plug last year, after a Supreme Court decision upholding the FCC's approval of CBS's field sequential system. She was referred to Dr. W. R. G. Baker, GE vice president and chairman of the National Television Systems Committee. He reported on the experiments with compatible methods evolved by RCA and participated in by others.

The tone of the news story that came out of this interview indicated that the NTSC was on the verge of requesting a reopening of the color case before the FCC.

The truth is, of course, that the committee has not reached that point. It is progressing with its experiments and one day will be ready to submit its color system to the FCC. That day, however, is not at hand. Reports to the contrary can only mislead the public.

At the moment, the non-viewing public is interested in getting TV, black and white or yellow and chartreuse. Look at what's happened in Denver, where KFEL went on the air last month as the first post-freeze TV station! Television dealers popped up in mortuaries and jewelry stores and hotel showrooms. Sets were moved in by plane, truck, train and bob-sled. Antennas were installed at scalpers' prices. Anything that would work was sold.

For a quarter-century prior to the advent of commercial TV, video was "just around the corner" in the language of the laboratories and the manufacturers. And for the foreseeable future, compatible color will be "just around the corner."

our respects to:

STANLEY RANDALL PRATT

AS THE Presidential campaign approaches the customary election-eve agitation, a calming influence at Eisenhower headquarters will be Stanley Pratt, president and manager of WSOO Sault Ste. Marie, Mich.

No broadcaster around NARTB District 8, including Michigan and Indiana, was surprised last July 30 when word went out that the district's director had been named personal representative of the Republican National Chairman assigned to Gen. Eisenhower.

Nor was it was news around the upper and lower peninsulas of Michigan when Arthur E. Summerfield, GOP chairman, announced his selection of Mr. Pratt for this key campaign assignment. After all, Stanley Pratt is no novice at politics, as any Michigan politican can testify.

This is the second Presidential campaign in which he has been active, the first dating back to 1948 when he was active on behalf of the Dewey forces as assistant to Mr. Summerfield, then Michigan state chairman. He later became campaign manager for the Republican State Central Committee.

Mr. Pratt isn't what you would call a professional politician. His interest goes far deeper than the breast-beating harangues of the legislator or the glad-handing of the office holder. It's a sincere interest in the problems of government and politics, and despite his active work in Michigan campaigns he doesn't seek public office.

Right now he's about the most active politician in sight as he flits from Denver to Washington to New York and then westward again. The 8 a.m.-midnight strategy planning gives him little time for his favorite occupation—reading.

Stanley Pratt reads constantly, in more normal times. He reads books and periodicals on government, politics and economics whenever he is away from his desk at WSOO.

Combining business, politics and serious reading, this smiling broadcaster from the north brings a refreshing influence to the GOP campaign. "His experience, excellent judgment and integrity recommend him to serve as my representative in Dwight D. Eisenhower's headquarters," Chairman Summerfield said in announcing the appointment.

There were a number of other traits the chairman didn't mention—traits familiar to fellow broadcasters, his close friends and his political competitors. He's the friendly sort, and has the knack of making everyone around him feel at ease. This type of approach is the

(Continued on page 53)

XUM

The XL Stations

RESULTFUL ADVERTISING
on the XL Stations Pays Big Dividends Continuously.

KXL PORTLAND • KXLY SPOKANE • KXLF BUTTE • KXLL MISSOULA • KXLJ HELENA • KXLK Great Falls • KXLQ BOZEMAN

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

front office

JOSEPH E. O'CONNELL, CBS communications department, to WOR New York sales staff.

Mr. Rogers

LAWRENCE H. ROGERS, general manager, WSAZ Huntington, W. Va., and LEROY E. KILPATRICK, chief engineer there, elected vice president-general manager and vice president - technical director, respectively.

BLANEY HARRIS, WOR New York sales account executive, to WPIX (TV) New York sales staff.

Mr. Kilpatrick

MARTIN E. CALLE Jr., WHAS-TV Louisville sales staff, to WLWT (TV) Cincinnati, in same capacity.

LONNIE EDWARDS to sales staff, WDOD Chattanooga, Tenn.

GILL-KEEFE & PERNA appointed national representative by WMRY New Orleans.

GLENN W. GILBERT rejoins WGAR Cleveland sales staff, after 18 months with Ohio Air National Guard.

HUB TERRY, sports director, WIS Columbia, S. C., transfers to sales staff.

Mr. Gilbert

WILLIAM G. RAMBEAU Co. appointed national representative for WICE Providence, R. I.

FRANK RICE, account executive, WOR-AM-TV Chicago, and ROBERT REARDON, sales staff, Scolaro, Meeker & Scott, that city, to Harrington, Righter & Parsons, Chicago, TV station representative firm.

CHARLIE GATES appointed western sales manager for WGN Chicago with headquarters in that city.

JOSEPH GOODFELLOW appointed eastern manager of NBC's Radio Spot Sales Dept., replacing WILLIAM N. DAVIDSON, national manager of NBC's Radio Spot Sales.

HUSTIN V. McMILLAN, news editor, WJNO West Palm Beach, Fla., appointed general manager there.

GARVIN MEADOWCROFT, district advertising manager, Central Div., Household Finance Corp., to sales staff, WJBK Detroit.

Mr. Meadowcroft

MAURIE WEBSTER, executive assistant in program department, CBS Pacific Network and KNX Hollywood, named director of operations.

Personals . . .

ROGER W. CLIPP, general manager, WFIL Philadelphia, appointed to city's Board of Trade.

JOSEPH N. CURL, sales manager, WOV New York, father of boy, Timothy Joseph, Aug. 19.

DAVID R. ALLEN Jr., salesman, WSYR-TV Syracuse salesman, father of boy, David . . . . TOM HENRY, salesman at MBS Chicago, father of boy, Thomas, Aug. 8. . . . WILL DOUGHERTY, assistant sales manager, WSRS Cleveland, father of boy, Claude Willard, Aug. 19. . . . E. R. VADEBONCOUER, vice president-general manager, WSYR-TV Syracuse, presented with certifiate in recognition of station service to U. S. Army on presentation of *The Big Picture*.

EDWARD C. OBRIST, general manager, WNHC-TV New Haven, Conn., named chairman of committee on radio and TV public information for 1952 United Fund drive in that city. SOL CHAIN, WBIB-FM New Haven manager, will serve on committee.

'VOICE' LOOK

Indicated by Senate Unit

SPADEWORK for a friendly Senate look into the State Dept.'s Voice of America and other foreign information programs will be initiated on Capitol Hill this month.

A Senate Foreign Relations subcommittee is slated to meet under the chairmanship of Sen. William Fulbright (D-Ark.) and set its course for the forthcoming inquiry, with probability of open hearings sometime this fall [B•T, Aug. 11].

The decision of the group to convene during September coincides with the return from Europe of Sen. William Benton (D-Conn.). The Senator devoted his attention not only to mutual security matters but also to a first-hand inspection of VOA reception in various countries.

Sen. Benton, a major supporter of the U. S. "Campaign of Truth," is one of six other members of the sub-committee which was set up to act on the Benton-Wiley resolution. The resolution calls for an inquiry into "the objectives, operations and effectiveness" of all U. S. international information work.

Subcommittee Members

Other subcommittee members are Sens. Guy Gillette (D-Iowa), Alexander Wiley (R-Wis.), Bourke Hickenlooper (R-Iowa) and Karl Mundt (R-S. D.). Sens. Wiley and Benton co-sponsored the resolution (S Res 74), and Sen. Mundt, an ardent VOA backer, is a proponent of global television.

Composition of the subcommittee is "bi-partisan," Foreign Relations Committee spokesmen note. It is held "quite likely" that open hearings will be held either in the next six weeks or perhaps after the November election.

The possibility of a departmental realignment involving the Voice —it now operates semi-autonomously under the International Information Administration—to the degree "necessary or desirable to accomplish [certain] objectives in the present world crisis," also is spelled out in the resolution. Sen. Benton has suggested, while not insisting upon, a complete divorcement of VOA from the State Dept. as one possible answer to the question of increasing overseas radio effectiveness.

With Sen. Mundt on the subcommittee, television's role as a counterpart to the radio Voice may be broached although this method is not mentioned in the resolution. Sen. Benton's recitation of his observation in Europe—he favors a stronger, more expensive Voice program—are certain to be discussed.

Views touching on the appointment of a radio industry executive to head up international broadcasting operations, now under study within the State Dept.'s IIA, and on the feasibility of transfering more VOA programming from New York to overseas may be exchanged during the hearings by State Dept. officials and subcommittee members.

On All Accounts

(*Continued from page* 12)

musical shows at Northwestern U., and produced the Blackfriars' shows at the U. of Chicago.

Mr. Cavallo Jr. was musical director for Judson Radio Programs, Chicago, and worked there also as musical director and program producer for World Broadcasting, McJunkin Adv., and Blackett, Sample & Hummert. In 1943, he joined NBC Chicago as radio production director, working also for Wilding Pictures as composer, arranger and conductor. He went to J. Walter Thompson Co. as production director of radio, television and films in 1945. He was appointed radio-television director last month.

Translating his show business experience into television, he believes the ideal TV person has a combination of motion picture and radio training. TV, he says, is merely a means of distributing motion pictures electronically. And good judgment and taste are basic in turning out a successful television production, he believes.

The power of broadcasting TV especially will be backed in client presentations by factual research which "proves what *we* can do, and doesn't try to outdo other media," he says. All media are good when used properly, and the "proper" use of the electronic media is a blending of both, according to Mr. Cavallo. For this reason, he likes daytime simulcasts, believing a properly-priced, well-designed simulcast is a good vehicle for a new client.

Talent Interests

Enthusiastic about the talent TV is developing, he nevertheless is frustrated by the medium into which brains and talents are poured, only to be lost forever on a live production. Misuse of great talent is a pet peeve, and the acquisition of new ideas is a favorite hope.

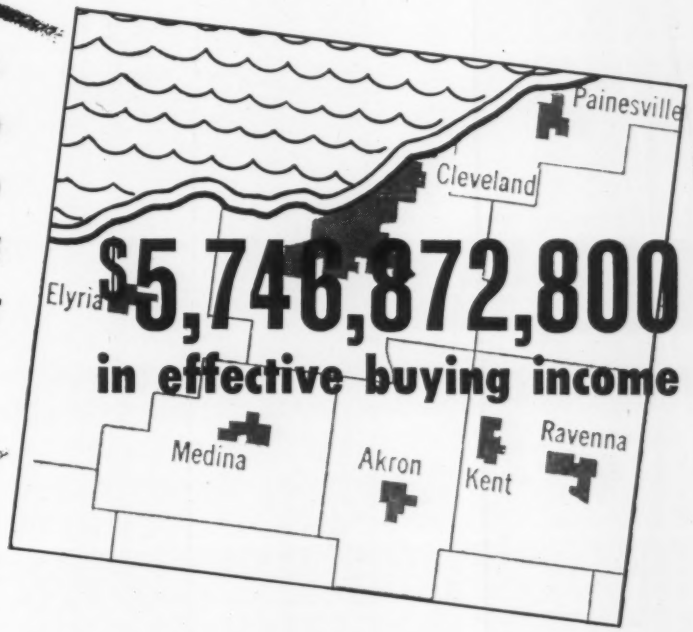
Mr. Cavallo was born in St. Louis, and is descended from a long line of philosophers and lawyers in Italy, his great-grandfather having been legal adviser to Garibaldi. He was schooled in Chicago, entering the U. of Chicago at 16. After graduation with a B.S. in commerce and business administration, he took professional music and speech courses at Northwestern U. He is a member of Beta Theta Pi, Beta Epsilon and the Masonic order.

One of his greatest ambitions is to produce a successful Broadway musical; another is to tour Europe next year. Mr. Cavallo, who is unmarried, drives to work daily from the city's north side, where he lives with his mother and sister.

XUM

What's YOUR Cut on a Six Billion Dollar Deal?

YOU'VE GOT A POWERFUL HAND —17 RICH OHIO COUNTIES, AND THE STAKES AMOUNT TO . . .



CHIEF SAYS: FOR BETTER RESULTS, IT'S

- *Cleveland's Strongest Signal*
- *Best Local Programs*
- *Favorite Network Shows*
- *Sales Minded Merchandising*

WJW offers its help — a new folder of useful sales statistics, compiled especially for you who sell to the great Northern Ohio market. Send for your copy now!

Play your cards right . . . let Cleveland's CHIEF Station Sell Ohio's Chief Market for *YOU!*

WJW

CLEVELAND'S *Chief* STATION

5000 WATTS — **BASIC ABC**

WJW BUILDING — CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

Station WJW
WJW Building
Cleveland 15, Ohio

Please send me_____copies of your Northern Ohio Market folder.

NAME_____

ADDRESS_____

CITY_____

ZONE_____ STATE_____

New Business

(Continued from page 10)

PDT, 9:30-10 p.m. MDT, and Fri., Sept. 5, 9:30-10 p.m. EDT. Agency: Walter McCreery Inc., Beverly Hills.

Agency Appointments •

HALLICRAFTERS Co., Chicago (set manufacturers), appoints MacFarland-Aveyard, same city. Radio-TV spot is being considered.

SAMPSON DISTRIBUTING Co., Richmond and Roanoke, Va. (distributor for Motorola radio-TV sets), appoints Courtland D. Ferguson Inc., Richmond. Account executive is **RICHARD NALL.**

GUITARE Inc., L. A. (In-Dello lipstick), and **CALIF. REMODELING Co.**, that city (home remodelers), appoint Raymond Keane Adv. Inc., that city. TV spot campaigns will be scheduled.

J. F. KERNS Co., Chicago (Liquisan varnish remover), names Burlingame-Grossman, same city. Broadcasting may be used later.

NEW MEXICO TOURIST BUREAU, Santa Fe, names McCann-Erickson Inc., L. A., effective Jan. 1, 1953.

BYRON JACKSON Co., L. A. (industrial equipment), names Ruthrauff & Ryan Inc., Hollywood. **JOHN RAMSEY** is account executive.

Adpeople . . .

CHARLES S. ROEVER, advertising manager of *Skyways*, to national advertising staff of *The Journal of Commerce*, N. Y.

WILLIAM E. GEIDT, advertising manager of Inland Steel Co., elected president of Chicago Industrial Advertisers Assn., local chapter of NIAA. Other officers: **RAYMOND P. WIGGERS**, first vice president; **CHARLES O. PUFFER**, second vice president; **WILLIAM W. BROWN**, third vice president, and **RICHARD C. CHRISTIAN**, secretary-treasurer.

BRUCE WATSON, assistant director, promoted to manager of public relations of General Foods Corp., effective today (Monday).

P&G, Shwayder Buy

PROCTER & GAMBLE, Cincinnati, and Shwayder Bros., Denver, will sponsor a television version of the *Welcome Travelers* radio show effective Sept. 8 (3:30-4 p.m. Mon.-Fri.) on NBC-TV. P&G has sponsored the radio version since June 1947 and will sponsor the second quarter-hour of the telecasts Mon.-Thurs. Second quarter-hour on Friday will be sponsored by Shwayder, manufacturers of Samsonite luggage. Dancer-Fitzgerald-Sample, New York, is agency for P&G, while Grey Adv., also New York, services the Shwayder account.

LEGION POLL

Radio-TV Winners Named

WINNERS of the American Legion Auxiliary's poll to select outstanding radio and television programs of 1952 were announced Wednesday during the Legion's convention in New York.

In radio, winners were listed as *Arthur Godfrey's Talent Scouts* (CBS Radio), *Dr. Christian* (CBS-Radio), and *Cavalcade of America* (NBC radio). Television program winners were *Arthur Godfrey's Talent Scouts*, *I Love Lucy* and *Strike it Rich*, all on CBS-TV.

KXO EL CENTRO CALIF.

CAN! and DOES!

Call PAUL H. RAYMER CO., National Representatives

LOBBYING DATA

House Clerk Reports

LOBBYING activities for the second quarter of 1952 by the following persons and firms of interest to the broadcasting industry have been reported by the clerk of the House and the secretary of the Senate:

Arnold, Fortas & Porter (Paul A. Porter is a former FCC chairman)—Representing ARO Inc., Tullahoma, Tenn., spent $389.12 for quarter.

Clear Channel Broadcasting Service—Spent $524.02 for quarter, $1,202.63 for half year. Ward L. Quaal, director (now resigned), reported spending $503.62 for quarter, $1,061.64 for half year.

Earl H. Gammons, CBS Washington vice president—Spent $202 for quarter and half year.

General Electric Co.—Spent $3,315.90 for quarter and half year.

NARTB—Harold E. Fellows, president; Ralph W. Hardy, government relations director; Vincent T. Wasilewski and Abiah A. (Ted) Church, attorneys, reported activities, no expenditures, on legislation affecting broadcasting.

Pierson & Ball (Washington attorneys who represent a number of radio-TV clients) — Representing Bridgeport Brass Co., Bridgeport, Conn., and Radio-Television Manufacturers Assn., Washington, D. C., on excess profits and excise tax bills.

RTMA (Glen McDaniel, president, resignation effective Oct. 1)—Spent $2,183.76 for quarter, $5,754.69 for half year.

Francis M. (Scoop) Russell (NBC Washington vice president)—Spent $22.30 for quarter, $461.55 for half year.

George Y. Wheeler (NBC Washington Office)—Spent $30 for quarter, $43.50 for half year.

Wheeler & Wheeler (Washington attorneys who represented RTMA before FCC in color hearings and also represent a number of radio-TV clients)—Representing Contract Carrier Conference, spent $12.75 for quarter, $24.45 for half year.

Edward K. Wheeler (Wheeler & Wheeler, see above)—Representing Shore Line Oil Co. and Caw Co., Las Vegas, Nev., spent $4.25 for quarter, $7.50 for half year.

Wilkinson, Boyden & Cragun (Washington attorneys who represent a number of radio-TV clients)—Representing a number of Indian tribes in Utah, California and Wisconsin, spent $55.60 for quarter, $144.73 for half year.

The following registrations indicated new representations:

Arnold, Fortas & Porter—Federal Republic of West Germany.

Glen A. Wilkinson (Wilkinson, Boyden & Cragun)—Textile Broadcasting Co. (WMRC) Greenville, S. C., opposing newspaper anti-discrimination clause of House version of S-658, McFarland Bill. This was dropped in the conference report and is not contained in Public Law 554.

Steetle To Speak

RALPH W. STEETLE, executive director, Joint Committee on Educational Television, will address the opening fall meeting of the National Capital Forge of the American Public Relations Assn. Sept. 8 at Washington's Hotel Lafayette.

MILLER TO SPEAK

On 'Citizenship Day'

JUSTIN MILLER, NARTB board chairman and general counsel, will deliver a keynote address at the first official observance of "Citizenship Day," scheduled in Washington, D. C., Sept. 17 at the opening of the Seventh Annual Conference on Citizenship.

Judge Miller will be on the same platform with President Truman, who is slated to speak the opening day. The NARTB board chairman's address is on "The Constitution and the Citizen," according to Atty. Gen. McGranery who announced the conference Aug. 24.

Conference, co-sponsored by the Justice Dept. and the National Education Assn., will be held at the Statler Hotel Sept. 17-19. More than a thousand people representing some 800 public and private organizations are expected.

WWIN PLANS

Return to Music 'Classics'

WWIN-AM-FM Baltimore will return to "good music" programming Sept. 15, Lenore Feldman, manager, announced last week.

Miss Feldman said the shift is being made because, "Broadcasters and advertisers, who tend to underestimate the potentialities of FM radio as a much needed service for the unexplored audience of good music listeners, might heed the recent development of WWIN.

"WWIN began its broadcasting career as an FM station with a program policy of good music. When the station was granted its AM license, the classics were abandoned, for the most part, in favor of a balanced schedule with greater mass appeal.

"But . . . no one had taken into consideration the jilted good music listeners who had regarded WWIN-FM as an 'oasis in the desert.' Immediately and with determined consistency, the station was bombarded with letters and phone calls requesting a return to fine music.

"Surveys indicated AM listeners were responsible for WWIN's increasing popularity and advertising success. As a result, it was decided to resume the good music beginning Sept. 15. At that time, WWIN-FM will emerge as a 16 hour a day operation. WWIN-AM will continue its present broadcast schedule."

Guest Star Lineup

SEPTEMBER lineup for the U. S. Treasury's *Guest Star* radio show was announced last week. Stars include Margaret Whiting (Sept. 7), Gene Lockhart (Sept. 14), Jack Smith (Sept. 21) and Rhonda Fleming (Sept. 28).

XUM

Our Respects

(Continued from page 48)

antithesis of the polished greetings affected around Washington.

Running the recent NARTB District 8 meeting less than a fortnight ago, Mr. Pratt displayed the faculty of meeting unusual situations as though they were quite normal and nothing to get alarmed or excited about. His infectious smile has what the optical scientists call a persistence factor—it sticks in the mind's eye after contact. Generally when things are happening he is the most relaxed person on the premises.

Stanley Pratt was born May 20, 1914 at Los Angeles. At Fresno (Calif.) High School he met Ann Osborn, originally of Sault Ste. Marie. They both attended Stanford U. until the death of Mr. Pratt's father cut short his college career. His early business forays soon focused on radio and he went to work at KHSL Chico, Calif. When his business affairs had stabilized in 1936 he married his school sweetheart. Ann Osborn was the granddaughter of former Michigan governor, Chase Osborn.

Shortly before World War II a group of Sault Ste. Marie businessmen started WSOO, with Mr. Pratt as manager. When Michigan Assn. of Broadcasters was founded five years ago, he took an active part in its affairs, including such problems as political libel liability, sports fees, protection of news sources and sales tax exemption for disc libraries and equipment. Libraries have been exempted from tax by the state and the libel law is on the statute books. Mr. Pratt was elected MAB president in 1950.

Besides managing WSOO he is owner and operator of the three-station Northern Network. Last year the membership of NARTB District 8 elected him to a two-year term as district director. He took office last spring.

His activities include a prominent role in affairs of St. James Episcopal Church, Sault Ste. Marie, and he recently directed a fund-raising campaign to finance major improvements in the church structure. The Pratts have three children, who won't have much chance to see their daddy until the November elections are over.

Spalding Sponsors

FOR the tenth consecutive year, the A. G. Spalding & Bros. Co. will sponsor the National Tennis Matches directly from Forest Hills, Long Island, N. Y., over a coast-to-coast custom-built network. The network was linked together by Stanley G. Boynton & Son, Birmingham, Mich., for Hanly, Hicks & Montgomery, New York, the Spalding agency. Matches take place Sept. 6-7. [B•T, Aug. 25.]

CONGRATULATING Iris Anne Fitch, "Miss Washington of 1952," are these station representatives from John Blair & Co. (l to r): Richard Gerken, Edward Whitley and William Reed. WWDC-AM-FM Washington has sponsored the beauty-talent contest for the past 12 years. Miss Fitch will represent the nation's capital at the "Miss America" finals [B•T, Aug. 25].

KNOLLIN AGENCY
Takes Wakefield Accounts

KNOLLIN Adv. Agency, San Francisco, has negotiated an agreement involving the Carl Wakefield Agency and will service all Wakefield accounts "desiring to participate in these arrangements."

When Carl Wakefield, owner of the agency bearing his name, died July 27, Knollin signed an agreement with his widow, special administratrix, to service the accounts. Agreement was announced jointly by James C. Knollin and Mrs. Carl Wakefield.

A number of changes were revealed. Dallas C. Coors, former vice president, and Bernice Rosenthal, account executive—both of the Wakefield staff—will join the Knollin agency. The Wakefield office will close about Sept. 15 and agency's current operations will be moved to Knollin headquarters at 391 Sutter St.

Radio Still Dominates
THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Serveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market *short.* Wrap it up with WSBT radio.

30 Years on the Air

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

ALBERT HEISER
WLEC Pres.-Gen. Mgr. Dies

ALBERT ERNEST HEISER, 48, pioneer broadcaster and president-general manager of WLEC Sandusky, Ohio, died Aug. 23 after a long illness. Burial was at nearby Mansfield.

Mr. Heiser

Mr. Heiser helped establish WLEC and was general manager from the date it went on the air, Dec. 7, 1947. He also was vice president of Lake Erie Broadcasting Co., operator of WLEC, from 1947 to 1950, when he was named president.

Born in Camden, N. J., Mr. Heiser was associated with radio nearly 40 years. Even before entering high school he held an amateur operator's license. He was a graduate of Philadelphia College of Engineering.

He served many years as an engineer with RCA. Later he managed WLVA Lynchburg, WBTM Danville and WSLS Roanoke, all in Virginia. He left Virginia during World War II for the Navy, serving as lieutenant commander and for several years was resident inspector of naval material in Mansfield. He was a board member of Ohio Assn. of Broadcasters, and belonged to the Rotary Club, American Legion, AMVETS, Sandusky Chamber of Commerce, Plum Brook County Club and the Sandusky Yacht Club.

A strong advocate of "local level" broadcasting, one of his favorite expressions was: "Radio stations should live *for* a community, not *off* of it." Survivors include his wife, the former Kathryn Davidson of Mansfield, and a son, Albert E. Heiser Jr.

Marvin Welt

FUNERAL SERVICES were held Wednesday in Toledo for Marvin Welt, 70, former manager of the talent division at WGN Chicago, who died Aug. 23 in Chicago.

DIEHM NAMED
To Special Fete Post

VICTOR C. DIEHM, WAZL Hazelton, Pa., has been named by Gov. John S. Fine and Secretary of Commerce Andrew J. Sordoni, of Pennsylvania, to act as state radio and television chairman for the 1952 "Pennsylvania Week" celebration. He served as chairman in 1951.

Roger Clipp, WFIL Philadelphia and president of Pennsylvania Assn. of Broadcasters, will head the Philadelphia area. Leonard Kapner, WCAE Pittsburgh, NARTB District 3 director, heads the Pittsburgh area. Other regional chairmen are: David Baltimore, WSCR Scranton; Robert Williams, WHLM Bloomsburg; William Thomas, WCPA Clearfield; David Potter, WNAE Warren; Thomas Cassel, WDAD Indiana; Thomas Metzger, WMRF Lewistown; A. K. Redmond, WHP Harrisburg; Frank Altdoeffer, WLAN Lancaster.

The district chairmen named the following county chairmen:

Charles Kinny, WIKK Erie; Kenneth Rennekamp, WLRZ Oil City; Robert Trace, WMGW Meadville; LeRoy Schneck, WNAE Warren; Art Graham, WKST New Castle; John Fahnline, WPIC Sharon; Tom Martin, WEEU Reading; William S. Halpern, WCOJ Coatesville; James Chambers, WHOL Allentown; William Lynch, WBUX Doylestown; Herbert Scott, WPAZ Pottstown; Arthur McCracken, WGPA Bethlehem; Frank Coslett, WBRE Wilkes-Barre; Barry Sherman, WSCR Scranton; Elton Hall, WVPO Stroudsburg; Shaun F. Murphy, WATS Sayre; Ray Calabrese, WHLM Bloomsburg; George Podeyn, WHJB Greensburg; Charles Petri, WISL Shamokin; Jason Gray, WCED DuBois.

C. H. Simpson, WKBI St. Mary's; Harris Lipez, WBPZ Lock Haven; Milton J. Bergstein, WMAJ State College; Joe Pelletier, WACB Kittanning; Philip B. Hirsch, WBUT Butler; Thomas B. Price, WBVP Beaver Falls; Harry Burwell, WMBS Uniontown; Boyd Siegel, WJPA Washington; Robert R. Nelson, WARD Johnstown; William E. Germann, WHUN Huntingdon; John S. Booth, WCHA Chambersburg; Jack Snyder, WFBG Altoona; Lynn Bloom, WKVA Lewistown; T. H. Oppegard, WVSC Somerset; Murray L. Goldsborough, WGET Gettysburg; Walter J. Rothensies, WSBA York; Ed Smith, WCMB Lemoyne; Herb Kendrick, WHGB Harrisburg; Philip J. Reilley, WLBR Lebanon.

WANTS DAYTIME
And WVOP Gets it, Too

MOST daytime stations want full time. WVOP Vidalia, Ga.—an unlimited 250 watter on 1450 kc—bucked that trend. It sought to change to a daytime-only station—on 970 kc with 1 kw. Past fortnight, the FCC issued a final decision upholding the grant proposed by an FCC examiner in July.

Commission approval was granted when the station showed it would serve more people in its area, with better signals, than before. According to its engineering, it could serve 110,000 people in the daytime on 970 kc compared with the 30,000 it served on 1450 kc.

Nighttime service would be lost to between 3,000 and 5,000 people, it was admitted, but all those get service from big city clears—WHAS Louisville, WBT Charlotte, WSM Nashville, WWL New Orleans, WLW Cincinnati, etc.—and hardly ever listen to WVOP at night.

Some 37 local citizens testified in favor of the change during a three-day hearing in Vidalia last December [B•T, Dec. 10, 1951].

On the better frequency with higher power, WVOP officials testified they could render greater service to towns and villages not now served by a local radio station.

Figures submitted by station owners indicated present expenses run $3,327, revenues $3,625 per month, while proposed expenses would run $3,883, revenues $4,640 per month.

Counsel for WVOP is John H. Midlen, Washington.

HERMAN E. FAST
WKRC Gen. Mgr. Succumbs

HERMAN E. FAST, 57, general manager of WKRC Cincinnati, died Aug. 24 after a long illness. He had been with the Cincinnati station nearly two decades.

Before joining WKRC Mr. Fast had been with Charles W. Breneman Co., General Outdoor Adv. Co. and his own advertising firm, Fast & Carroll.

Born May 23, 1895 in Cincinnati, he received his education there. During World War I he served in the Signal Corps and then the air force. He joined WKRC in 1935 as a salesman, becoming sales manager in 1939 and station manager in 1944.

Surviving are a sister, Miss Elsa Fast, and three brothers, Michael, Fred and Herbert Fast.

DEPT. STORE SALES
Drop Sharply in July

DECLINE in the Federal Reserve System's seasonal index of department store sales for July was the greatest monthly drop since March 1951—partly because of radio-TV political convention coverage—FRS' Board of Governors reported Wednesday.

Indices are based on daily average department store sales during any given month in each federal reserve district, and show an adjusted index of 105% for July compared to 111% for June and 105% for July 1951. While no percentage was given for March 1951, the July 1952 index was reported considerably lower.

"Generally high temperatures during July had a depressing effect on sales and the extensive radio and television coverage of the political conventions was also a contributing factor," the board explained.

ROY McLAUGHLIN
ABC Executive Dies

ROY W. McLAUGHLIN, 57, manager of national spot sales of ABC's Central Div., died last Monday in his Chicago home after a long illness. Funeral services were held Wednesday in Chicago.

Mr. McLaughlin

Mr. McLaughlin, noted among midwest broadcasters and agency people for his sprightly wit and abilities as a master of ceremonies, entered broadcasting in 1943 with the Blue Network (now ABC) as a spot salesman in Chicago. The following year he was named manager of the spot sales department there.

He later worked as station manager of WENR, the network's AM outlet in Chicago, and in September 1948 became manager of WENR-TV at the time it took the air. In April 1951 he was named manager of national spot sales.

Mr. McLaughlin spent many years in newspaper work before entering radio, serving both as an editorial and advertising executive for the Hearst papers and the Chicago *Herald-American*. Born in Chicago, he was graduated from Lake View High School there.

He held several offices in the Chicago Television Council and the Chicago Radio Management Club, serving as president of each during his work with the groups. He is survived by his wife, Kathryn.

SEPTEMBER 1, 1952

TELECASTING

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in our 7th year

among menswear advertisers...

WHO WEARS THE PANTS?

The *showman* does . . . by displaying his styles in eye-catching fashion.

Menswear advertisers use this showmanship efficiently on Spot TV.

New style ideas, displayed on Spot TV, produce direct retailer support. And profitable sales.

Boost your brand's sales, too. In markets that fit your distribution, at a cost that fits sales potentials *and* your budget.

Tie-in now with Spot TV's extra showmanship on these eleven leading TV stations.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KHJ-TV.....Los Angeles
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

I was amazed!

Paul Rimmeir - President
SeaView Ventilated Awning Shutters, Inc.

At the sales results produced by **WTVJ, Channel 4.**

QUOTE

"Your station deserves credit for achieving immediate results."*

"The number of leads received the day following our **WTVJ** telecast is always double the number received from our ads in other media."*

"Our outstanding results from **WTVJ**, compared to daily newspapers, is such that we hesitate to quote true figures."*

SEE YOUR FREE & PETERS COLONEL TODAY
FOR THE AMAZING FACTS ABOUT WTVJ!

CHANNEL 4
WTVJ
MIAMI

* SPONSORS NAMES ON REQUEST

XUM

TELECASTING

SEPTEMBER 1, 1952

ADDITIONAL STATION GRANTS

Bring Total to 43

By LARRY CHRISTOPHER

THREE MORE new station grants —two commercial and one educational—were issued by FCC last week, bringing total post-thaw grants to date to 35 commercial and 8 noncommercial educational authorizations.

The Commission last week also notified 20 additional applicants that their bids are mutually exclusive with those of others, hence comparative hearing will be required. This brings to 132 the total number of applicants designated or notified for hearing.

The construction permits for new stations were issued to:

Peoria, Ill.—West Central Broadcasting Co. (WEEK), UHF Channel 43, effective radiated power 175 kw visual and 88 kw aural, antenna height above average terrain 550 ft.

South Bend, Ind. — South Bend Tribune (WSBT), UHF Channel 34, ERP 170 kw visual and 88 kw aural, antenna 540 ft.

Los Angeles—U. of Southern California, Allen Hancock Fonndation, UHF Channel *28 (reserved), ERP 46 kw visual and 26 kw aural, antenna 2,910 ft.

Applicants notified respecting comparative hearings included:

South Bend, Ind. (Group A-2, No. 23)—South Bend Telecasting Corp. and South Bend Broadcasting Corp. (WHOT), both seeking UHF Channel 46, are being notified comparative hearing is necessary.

Baton Rouge, La. (Group A-2, No. 19)—Tom Potter and Capital Television and Broadcasting Co., both seeking UHF Channel 40, notified re hearing.

Montgomery, Ala. (Group A-2, No. 26)—Alabama Television Co. and Montgomery Broadcasting Co. (WSFA), both seeking VHF Channel 12, notified re hearing. Southern Enterprises and Southern Broadcasting Co. (WJJJ), both seeking UHF Channel 32, notified re hearing.

Little Rock, Ark. (Group A-2, No. 27)—Arkansas Television Co. and Arkansas Radio and Equipment Co., both seeking VHF Channel 4, notified re hearing. Wrather, Hill & Alvarez and Arkansas Broadcasting Co. (KLRA), both seeking VHF Channel 11, notified re hearing.

Corpus Christi, Tex. (Group A-2, No. 25)—Gulf Coast Broadcasting Co. (KRIS) and Baptist General Convention of Texas, both seeking VHF Channel 6, notified re hearing. Superior Television Co., Corpus Christi Television Co. and KEYS-TV Inc. (KEYS), all three seeking VHF Channel 10, notified re hearing. Coastal Bend Television Co. and H. L. Hunt, both seeking UHF Channel 22, notified re hearing.

Evansville, Ind. (Group A-2, No. 17)—WFBM Inc. (WFBM), applicant for VHF Channel 7, notified it is mutually exclusive with bids of Evansville Television Inc., On the Air Inc. (WGBF) and South Central Broadcasting Corp. (WIKY), hence comparative hearing is required.

Robert H. Swintz, general manager of CBS affiliate WSBT South Bend, reported all TV equipment was ordered months ago and has "high priority." He stated the newly granted TV outlet is expected to commence operation "within the year." Mr. Swintz indicated the tower for the TV antenna already is erected.

Last week's actions brings television processing in the Group A-2 priority list down to Little Rock (No. 27), a city whose population in the 1950 census was just above the 100,000 mark. Next on the list in Lincoln, Neb., under 100,000 population, where two pending applications are unopposed, KFOR for VHF Channel 10 and Cornhusker Radio and Television Corp. for VHF Channel 12.

Following Lincoln is Jackson, Miss. (No. 29), where the only uncontested application pending is that of Mississippi Publishers Corp. for UHF Channel 25. WJDX and WSLI there both seek VHF Channel 12 and WRBC and WJQS both seek UHF Channel 47.

No. 30 on the A-2 list is Madison, Wis., where Television of Wisconsin and WKOW both seek UHF Channel 27 and Bartell Broadcasters and WMFM (FM) both seek Channel 33. Both WISC and WIBA have filed for VHF Channel 3. However, there is pending before the Commission petitions to change the reservation of UHF Channel 21 to the sole VHF assignment, Channel 3, which would leave all three UHF assignments available for commercial use.

Although the Commission for the second week did not act on pending applications in the Group B-1 list, it has proceeded so far to Ashland, Ky. (No. 26) in that group, granting UHF Channel 59 there to Polan Industries [B•T, Aug. 18].

On the B-1 list following Ashland is Massilon, Ohio (No. 27) where the sole applicant for UHF Channel

(Continued on page 74)

HEARING PROBLEMS

Issues Are Contested

CAN FCC lawfully exclude from consideration in its forthcoming TV hearings the comparison of populations—and in some cases, areas—which would receive service under the various applicants' proposals?

This problem—which involves basic legal reasoning supporting the final allocation plan contained in the Sixth Report and Order [B•T, April 14]—emerged as Washington attorneys and Commission counsel exchanged views on Tuesday at the pre-hearing conference for the Portland, Ore., comparative hearings and recalled similar problems which arose a fortnight ago at the pre-hearing conference for the Canton, Ohio, case.

The Portland and Canton cases have been scheduled by the Commission to commence Oct. 1 in Washington, as have the hearings for Waterbury, Conn., and Denver [B•T, Aug. 25]. Pre-hearing conference for the Waterbury case is scheduled Wednesday.

Another legal point which has arisen is whether or not certain of the hearings, designated before the McFarland Act became effective, are legally constituted under the procedural provisions of the new law. Some attorneys feel the designations for hearing should be set aside and notices that hearings will be necessary, allowing 30 days for reply, should be issued as required by the new law.

If this is not done, they contend, an unsuccessful applicant later may contest the proceeding in court and overthrow the case, thus putting to no avail the long time and effort spent in the hearing. Such a ruling also might set a precedent for similar cases, they note.

Should Be Excluded

FCC counsel indicated generally that comparative consideration of populations served should be excluded from the TV hearings because the Commission's rules and standards provide no method for determining specific service to people and the final allocation contained in the Sixth Report took care of equitable distribution of channels as set forth by Sec. 307(b) of the Communications Act.

To exclude such consideration, however, constitutes radical departure from the long-established pattern by which standard broadcasting competitive cases have been decided, they admit.

Counsel for broadcasters point out that the same situation occurred in the AM field in the early days and now, as then, data on populations and areas served can be presented through the testimony of expert witnesses (consulting engineers). It was noted that the consulting engineers in their early AM testimony developed the methods of measurement now contained in the AM rules and standards. Perhaps the same would take place in TV, they contend.

Some industry attorneys argue the exclusion of such data from the hearings is merely a move by the Commission for administrative convenience—to keep the proceedings free of highly technical and controversial evidence.

Others point out that once FCC begins to consider data on service to populations and areas, including signal shadow effects and interference, the way will be opened eventually to break down the fixed allocation plan. This would occur when an applicant sought to waive the plan or its minimum separations in order to add a channel to a community on grounds no interference (or relatively slight harm) would occur to other established stations and a large number of people would gain a new service, it was explained.

Another possibility, they note,

(Continued on page 70)

XUM

COLOR TV

CBS-Columbia Joins NTSC

CBS, which won the bitter color TV fight before the FCC but has been unable to get industry cooperation for development of its system, has joined the industry-wide National Television Systems Committee which is working on development of a compatible color technique along the lines of the system of CBS' principal rival, RCA.

Its membership is through its manufacturing subsidiary, CBS-Columbia Inc.. however, and officials said, "no implications whatever" should be read into the fact of its joining.

They pointed out that CBS-Columbia Inc. has for a long time been a member of Radio-Television Mfrs. Assn., through whose membership the NTSC was set up.

Dr. W. R. G. Baker of General Electric, NTSC chairman, said CBS-Columbia joined several weeks ago and is represented by L. M. Kay, its vice president in charge of engineering. He made the statement in reviewing progress of the committee in field tests on the so-called "composite" compatible color TV system.

The field tests, which committee members earlier had hoped to complete by late summer, now appear apt to continue at least until the first of the year, Dr. Baker said.

After they are completed, it is assumed that FCC will be asked to consider the system for commercial standardization.

"The whole industry is working to get a compatible system," Dr. Baker asserted. "As the engineers develop the system, the industry tries it out with its own equipment under normal broadcasting conditions."

Meanwhile newspapers accounts quoting unnamed authorities in high praises of pictures being produced by the composite system drew comment from Dr. Allen B. DuMont, of DuMont Labs, in the course of a talk on TV development at the convention of the Assn. for Education in Journalism, held last week at Columbia U. in New York.

He said he did "not agree altogether" with the "glowing reports yesterday about color television"—that he thought the color pictures were "pretty good but not good enough yet, not as clear as black-and-white."

In the meantime, an official of the National Production Authority reported that no applications have been received from manufacturers seeking permission to produce colorcasting equipment.

NPA eased its original manufacturing ban some months ago, permitting production where applicants can meet certain requirements—notably, that present materials be used and that technical manpower not be diverted from defense work.

In another color development last week, WOR-TV New York reported that it is one of the stations which have been conducting tests of the NTSC system, transmitting live programs originating in NBC's New York studios.

J. R. Poppele, vice president in charge of engineering for Mutual-WOR, said the station started the tests in May, is conducting them early Saturday mornings for an hour or more, and that reception in both color and monochrome is being observed by NBC, RCA, and WOR-TV engineers.

UTP LIBRARY

Distribution Scheduled

UNITED Television Programs shortly will distribute a musical film library it considers a boon to stations—old and new—that have tight budgets.

The films run from 2½ to 4 minutes and employ a story line in presenting standard and hit tunes, light opera selections and variety numbers. Such singers as Connie Boswell, June Valli and Bob Haymes are represented, plus dancers, comedy singers and novelty artists.

"The important thing about this library is that it combines quality and freshness of material at low price," said Aaron Beckwith, UTP sales manager. "We believe it will appeal to viewers as well as sponsors and provide a big lift to new TV stations coming on the air—both UHF and VHF."

Mr. Beckwith said the library could be used by a station to program five 15-minute or half-hour programs with a time segment allotted for local sponsorship. UTP for some time has negotiated for such a product at the suggestion of many TV stations, Mr. Beckwith explained. He believes the library, produced by Studio Films, Cleveland, will satisfy all requirements of station operators.

Initial distribution will include a large basic library with monthly additions providing fresh material and new talent, Mr. Beckwith said.

MOVIE-TV WEDDING?

Will Help Both—Halligan

THERE rapidly is developing a "happy shotgun wedding" between TV and the movie industry, William J. Halligan Sr., president of the Hallicrafters Co., Chicago, manufacturer of radio and television receivers, has told newsmen in Los Angeles.

While that "wedding" is coming about through government action in seeking to eliminate combinations in restraint of trade, he believes the results will be beneficial to both industries and to the public in general.

"Motion pictures are rapidly taking an important role in television—and in fact Hollywood will in time become the TV capital of the world," Mr. Halligan predicted. "The big film producers already have decided to stop fighting TV and have indicated that they will help in its development," he added.

NBC PROMOTIONS

Announced in Press Dept.

APPOINTMENT of Don Bishop as television manager of NBC press department and Auriel Macfie as magazine editor was announced last week by Frank Young, NBC press department director.

Mr. Bishop

Mr. Bishop, who has been magazine editor, succeeds Allan H. Kalmus, who resigned to join Lever Bros. [B•T, Aug. 25]. Miss Macfie was promoted to her new post from that of assistant magazine editor. Both will report to Mr. Young.

Joining NBC's press department in 1947 as a staff writer, Mr. Bishop was named magazine editor in 1949.

Miss Macfie became assistant magazine editor in the network's press department in 1949. She formerly was publicity director for United Artists Theatres in Los Angeles and a publicity director for Robert Holley Adv., New York.

GINSBURG NAMED

Succeeds Brown at DuMont

APPOINTMENT of Norman S. Ginsburg, stations promotion manager of the DuMont Television Network, as advertising and program promotion manager for the network, was announced Wednesday by Edward Kletter, DuMont's director of merchandising and business development. Mr. Ginsburg succeeds Walter Brown, who rerently joined the Broadcast Advertising Bureau staff.

Before joining DuMont in October 1950, Mr. Ginsburg was a member of MBS' promotion department for three years. He served from 1945 to 1947 with the public relations staff of Trans-World Airlines Inc.

PORTLAND

KPTV (TV) Buys RCA Bridgeport Station

SALE of RCA's experimental UHF TV station, KC2XAK Bridgeport, Conn., to Empire Coil Co., for commercial operation in Portland, Ore., was announced Thursday by Dr. C. B. Jolliffe, RCA vice president and technical director.

Empire Coil holds a CP for UHF Channel 27. Call letters of the Portland station will be KPTV (TV).

After two and a half years of operations as a focal point of research and engineering development in the UHF band, the station has successfully completed its mission, Dr. Jolliffe said.

Receiving numerous requests from broadcasters for the equipment, RCA decided to "place it where it will do the most good for the most people," he stated. "Portland, Ore., is the largest unserved TV market in the country."

Dr Jolliffe said Empire already has begun construction of a transmitter building in the city-owned park, Council Crest, and that RCA is modifying the transmitter for the Portland channel, constructing a new antenna and making other needed changes.

He estimated the Portland UHF station would be on the air no later than Thanksgiving and possibly by Election Day. Bridgeport operations concluded Aug. 23.

Prototype for UHF installations, KC2XAK was built and operated by RCA and NBC to prove practicality of the higher spectrum for TV. Research and development involving an expenditure of over $3 million "has been a vital factor in making UHF television technically and commercially practicable for home use throughout the nation," Dr. Jolliffe said. "This has been recognized by the FCC in its assignment of these frequencies to commercial broadcast stations in recent months. Further refinement of UHF receiving and broadcasting equipment will, of course, continue in RCA and NBC.

First concerted research in UHF followed FCC hearings in 1944, when the upper band was set aside for exploration since little was known about behavior of 470-890 mc transmissions. RCA tests in 1946 followed by a 1948 field test in Washington proved UHF broadcasts could be of technical quality equal to VHF, according to Dr. Jolliffe.

The Bridgeport area was selected for extensive UHF tests, with KC2XAK taking the air Dec. 29, 1949. Government officials and leading scientists have watched the experiments as WNBT New York signals were picked up by microwave and broadcast to test receivers. Regular daily performance records were kept.

Invaluable data on UHF propagation, reception, conversion equipment and color TV in the UHF band have been collected, Dr. Jolliffe added. Electronic manufacturers have developed and tested equipment at the station. RCA has made its data available to the entire industry.

XUM

Tinkling Register

WHIZ-TV Zanesville, Ohio, hopes to start Channel 50 operation by the end of the year, but its cash register already is tinkling. With cameras already bought, the station is staging an exhibit at eight county fairs in its territory. Exhibit is shown in a large tent and is attracting big crowds. And what makes the cash register tinkle? It's done like this: TV set dealers in each area are sold participation rights to show their wares in the tent.

WOW-TV PASSES
Third Birthday Milestone

WOW-TV Omaha last Friday marked its third birthday, claiming well over 100 telecast hours per week with a fifth of that devoted to locally-produced studio programs.

WOW-TV is licensed to Radio Station WOW Inc. and operates on Channel 6 (82-88 mc) with 9 kw aural, 17.2 kw visual. It is affiliated with NBC and DuMont television networks.

Tracing its history, WOW-TV noted there were only 3,000 TV receivers in the area when it began operation Aug. 29, 1949, five years after it applied for a TV license. Today, it observed, there are more than 136,000 sets in Omaha. The station started with a daily eight-hour schedule, and now programs more than twice that figure.

'VICTORY AT SEA'
NBC-TV Will Air Series

NBC-TV has presented previews in New York of two half-hours of the *Victory at Sea* series, film documentary of the battle for sea power from 1939 to the present. The series, 26 half-hour films, is set for broadcast over NBC-TV starting in late September or early October, with the time available for institutional advertising.

The series is the first completed by NBC's new film division, under Vice President Robert W. Sarnoff. Scripts are by Richard F. Hanser and Henry Salomon, also serving as producer. Music is by Richard Rodgers and the score by Robert Russell Bennett of the NBC Symphony Orchestra. M. Clay Adams is directing. Film editor is Isaac Kleinerman, and Capt. Walter Karig of the Navy is technical adviser.

Adds TV Courses

NATIONAL Academy of Broadcasting, Washington, D. C., is to offer basic courses in television this fall, it announced last week. Prerequisites include experience and the showing of talent in professional radio. Most of the classes will be held at the school, 3338 16th St. NW.

AFRA-TVA UNION
Urged at N. Y. Convention

RESOLUTIONS by the American Federation of Radio Artists (AFRA) convention in New York Aug. 21-23 urged a merger with Television Authority (TVA), improved member wage and work conditions, a health and welfare plan financed by employers and a conference with Screen Actors Guild (SAG) in a TV film jurisdiction dispute.

The convention elected Alan Bunce of New York president of AFRA for two years. Other officers chosen: Vice presidents as indicated, Frank Nelson, Los Angeles, first; Robert Bruce, Los Angeles, second; Janet Baumhover, Portland, Ore., third; Travis Jackson, Chicago, fourth; Arwin Schweig, Los Angeles, fifth. Ed Maxwell, Cleveland, was named recording secretary, and Vicki Vola, New York, treasurer.

The resolution on merger with TVA referred to long-standing negotiations for a consolidation by AFRA and TVA with the four other members of Assoc. Actors & Artistes of America (4As) — Actors Equity, Chorus Equity, American Guild of Variety Artists, and American Guild of Musical Artists. It said AFRA had supported the five-branch merger plan offered by UCLA-Cornell U. professors and that this proposal was rejected by AE and CE. The resolution also stated that an AFRA-TVA merger long had been contemplated and approved by TVA if the larger merger plan was not accomplished.

Merger Desire Cited

The resolution said that "in the absence of agreement by all . . . to the five-branch merger plan . . . we . . . desire to merge with TVA under the American Federation of Television and Radio Artists (AFTRA) constitution, regardless of the failure by the 4-As' international board to take action."

TVA will hold a convention in New York Sept. 26-28 and is expected to approve the merger with AFRA.

The convention approved a motion for a flat 15% increase for actors and free-lance announcers in transcription and live broadcasts for network stations. It also prescribed a flat $150 a week salary for network staff announcers in New York, Los Angeles, San Francisco and Chicago.

A resolution to establish an employer-financed health and welfare plan urged delegates to seek a settlement covering sickness, death and retirement. Several proposals were offered but no plan adopted.

AFRA called for a meeting of member unions of the 4-As with SAG to settle a long-standing wrangle over television film jurisdiction. The dispute centers principally between SAG and TVA.

JOEY ADAMS (c), comedian, signs with WAAM (TV) Baltimore and Leon Levi, jewelry firm, for weekly *Joey Adams Show*. Also seated: James H. Levi (l), store pres., and Ken Carter, WAAM gen. mgr. Standing (l to r): Ralph Krug, Levi gen. merchandise mgr.; Bert Claster, show producer.

COMPLETING contracts for Republic Van & Storage Co., L. A., sponsor, *Battle of the Southland* on KTTV (TV) Hollywood beginning Sept. 15 are (seated, l to r) Charles Young, KTTV acct. exec., S. H. Smith, Republic v. p.; standing, Al Buffington, Calif. Adv.; Walter Van de Kamp, agency head; Ed Schiesel, Republic sls. sup.

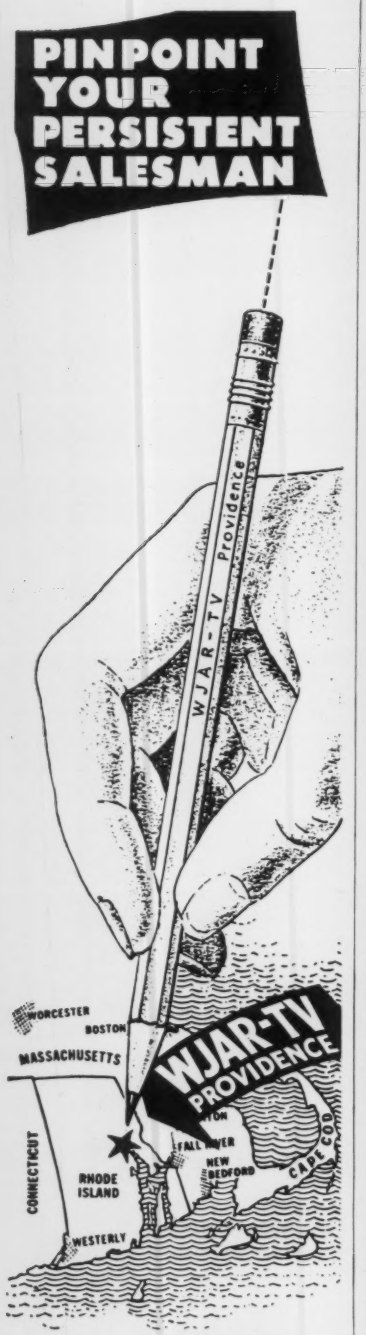
WILLIAM T. LANE (r), gen. mgr., WLTV (TV) Atlanta, watches Harry Crawford, pres., Crawford & Porter Inc., agency for Kenrow Inc., appliance distributing firm, sign for half-hour show, *Swingbillies*, Mon.-Fri. for 52 weeks, starting Sept. 15. Sale handled for WLTV by Barney Ochs, acct. exec.

BERNIE GOLDBERG, v. p.-gen. mgr., Oak Lawn Appliances Co., Dallas, signs contract with KRLD-TV Dallas for United Television Programs' *Movie Quick Quiz*, Mon.-Fri. Standing (l to r): John Rohrs, UTP midwestern sls. mgr.; Jack Blake, slsmn., William A. Roberts, asst. gen. mgr., KRLD-TV.

J. P. OSBORN, of Cincinnati Sales Assn., representing Dairy Milk Co-operative Farmers, renews *Loco the Clown* on WCPO-TV Cincinnati, for 26 weeks. Standing (l to r): Pat Crafton, WCPO-TV acct. exec.; Harry Le Brun, WCPO-TV mgr., and "Loco," portrayed by Bob Williams.

ALEXANDER STRONACH Jr. (c), ABC-TV v. p., signs pact with WSBA-TV York, Pa., for network's first UHF affiliate signing. Also seated are Louis Appell Jr. (l), WSBA-TV pres., and Walter Rothensies, WSBA-TV gen. mgr. Standing (l to r): Richard B. Rawls, TV stations dir. for ABC, and Matt Boylan, ABC-TV acct. exec.

XUM



UNDUPLICATED COVERAGE IN 225,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 675,000 PEOPLE . . . IN PROSPEROUS SOUTHERN NEW ENGLAND

Represented Nationally by
Weed Television
In New England — Bertha Bannan

television grants and applications

Digest of Those Filed With FCC Aug. 22 through Aug. 28.

Grants Since April 14:

	VHF	UHF
Commercial	9	26
Educational	2	6
Total	11	32
On the Air	110 [1]	

[1] Includes XELD-TV Matamoros (Mexico)-Brownsville.

Applications Since April 14:

	NEW	AMENDED	VHF	UHF	TOTAL
Commercial	467	313	461	318	779 [2]
Educational	14		4	10	14
Total	481	313	465	328	794 [2]

[2] One applicant did not specify channel.

NEW STATION GRANTS

LOS ANGELES, Calif.—U. of Southern California, Allan Hancock Foundation. Granted UHF Ch. *28 (554-660 mc); ERP 46 kw visual, 26 kw aural; antenna height above average terrain 2,910 ft., above ground 127 ft. Engineering conditions. Estimated construction cost $150,000, first year operating cost $195,000. Post Office address 36th and University Ave., Los Angeles 7, Calif. Studio location to be determined. Transmitter location atop Mt. Wilson. Geographic coordinates 34° 13' 36" N. Lat., 118° 03' 59" W. Long. Transmitter DuMont, antenna GE. Legal counsel Haley & Doty, Washington. Consulting engineer George P. Adair, Washington. **Allan Hancock**, D. B. A., is chairman of board of trustees of U. of Southern California and president of Allan Hancock Foundation for Scientific Research, an integral part of U. S. C.

PEORIA, Ill.—West Central Broadcasting Co. (WEEK). Granted UHF Ch. 43 (664-650 mc); ERP 175 kw visual, 88 kw aural; antenna height above average terrain 550 ft., above ground 432 ft. Engineering conditions. Estimated construction cost $518,587, first year operating cost $365,000, revenue $390,000. Post Office address c/o D. A. McGee, 306 N. Robinson, Oklahoma City. Studio and transmitter location Springfield Hill Rd., Groveland Township, Tazewell County. Geographic coordinates 40° 37' 48" N. Lat., 89° 32' 57" W. Long. Transmitter and antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include **Sen. Robert S. Kerr** (D-Okla.) (50.61%), president and 29.7% owner KRMG Tulsa and in oil and gas production business; **Grayce B. Kerr** (11.488%), 29.7% owner KRMG; **D. A. McGee** (15.525%), 14.981% owner KRMG and in oil and gas business; **T. M. Kerr** (11.141%), 13.768% owner KRMG and in oil and gas business; **Geraldine H. Kerr** (3.235%); **Fred Mueller** (5%), WEEK general manager, and **C. B. Akers** (3%), 5% owner KGLC Miami, Okla., and theatre operator. [For application, see TV APPLICATIONS, B•T, July 14.]

SOUTH BEND, Ind. — South Bend Tribune (WSBT). Granted UHF Ch. 34 590-596 mc); ERP 170 kw visual, 88 kw aural; antenna height above average terrain 540 ft., above ground 479 ft. Engineering conditions. Estimated construction cost $300,000, first year operating cost $473,120, revenue $437,600. Post Office address 225 West Colfax Ave., South Bend 26, Ind. Studio location 225 W. Colfax Ave. Transmitter location West side of Ironwood Rd. between Jackson and Kern Rds. Geographic coordinates 41° 37' 05.4" N. Lat., 86° 13' 09" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **F. A. Miller** (52⅜%), Vice President **Flora D. Miller** (7½%) and Secretary-Treasurer **Franklin D. Schurz.** [For application, see TV APPLICATIONS, B•T, July 7.]

HEARINGS

FCC on August 28 notified 20 applicants for TV stations that their applications indicate the necessity for hearing. For full details, see story, page 57.

* * *

Hearing Examiner Herbert Sharfman notified American Republican Inc. and WATR Inc., applicants for TV stations in Waterbury, Conn., that a joint pretrial conference will be held in Room 2230, New Post Office Bldg., Washington, D. C., at 10 a.m., Wednesday, Sept. 3.

APPLICATIONS
(Listed by States)

† Indicates pre-thaw application refiled (amended).

FRESNO, Calif.—J. E. O'Neill, UHF Ch. 47 (668-674 mc); ERP 236 kw visual, 118 kw aural; antenna height above average terrain 1,938 ft., above ground 193 ft. Estimated construction cost $460,000, first year operating cost $350,000, revenue $295,000. Post Office address P. O. Box 1832, Fresno, Calif. Studio location on south side of Shaw Ave. near Cedar Ave. Transmitter location at Meadow Lake, 4½ mi. west of Pine Ridge. Geographic coordinates 37° 04' 44" N. Lat., 119° 25' 47" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Joseph Brenner, Beverly Hills, Calif. Consulting engineer Charles Theodore, Los Angeles, Calif. Sole owner of applicant is **J. E. O'Neill,** farm and ranch owner and operator, interested in Fresno market and California cotton gins, and president of American Automobile Assn. City priority status: Gr. A-2, No. 35.

†**PENSACOLA, Fla.—Southland Television Inc.,** UHF Ch. 15 (476-482 mc); ERP 20.3 kw visual, 10.15 kw aural; antenna height above average terrain 313 ft., above ground 353 ft. Estimated construction cost $177,500, first year operating cost $120,000, revenue $120,000 Post Office address P. O. Box 30, Baton Rouge, La. Studio and transmitter location corner of Government and Tarragona Streets. Geographic coordinates 30° 24' 36" N. Lat., 87° 12' 45" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George A. Gautney, Washington. **Charles W. Lamar** is sole owner of applicant, but **T. E. Gibbens** will get 25% of profits from station. Mr. Lamar is partner in Lamar Adv. Co., Baton Rouge, La., owns KCIL Houma, La., and minority stockholder in WAFB Baton Rouge (stock subscriber contingent on grant of TV application for WAFB). Mr. Gibbens is vice president, manager and minority stockholder in WAFB. City priority status: Gr. A-2, No. 96.

CALL ASSIGNMENTS

FCC assigned the following call letters to TV station permittees:

WAFB-TV Baton Rouge, La. (Modern Bcstg. Co., UHF Ch. 28), **WGBI-TV Scranton, Pa.** (Scranton Bcstrs., Inc., UHF Ch. 22), **KCTV (TV) Austin, Tex.** (Capital City Television Co., UHF Ch. 18), and **KUHT (TV) Houston, Tex.** (U. of Houston and Houston Independent School District, UHF Ch. *8).

† **PENSACOLA, Fla. — WCOA Inc. (WCOA),** VHF CH. 3 (60-66 mc); ERP 51.6 kw visual, 25.8 kw aural; antenna height above average terrain 416 ft., above ground 500 ft. Estimated construction cost $390,778, first year operating cost $220,000, revenue $208,000. Post Office address P. O. Box 1660. Pensacola, Fla. Studio and transmitter location 118 East Intendencia St. Geographic coordinates 30° 24' 39" N. Lat., 87° 12' 46" W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **John H. Perry Jr.** (11.47% owner of Perry Enterprises), Secretary-Treasurer **E. A. Kettel** and **John H. Perry Sr.** (69.4% owner of Perry Enterprises). Sole owner of applicant is Pensacola Bcstg. Co.; sole owner of Pensacola Bcstg. Co. is News-Journal Co., and sole owner of News-Journal is Perry Enterprises. City priority status: Gr. A-2, No. 96.

TWIN FALLS, Ida.—Southern Idaho Bcstg. & Television Co. (KLIX), VHF Ch. 11 (198-204 mc); ERP 25 kw visual, 12.5 kw aural; antenna height above average terrain 451 ft., above ground 100 ft. Estimated construction cost $123,960, first year operating cost $89,700 700, revenue $118,000. Post Office address Elizabeth Blvd. and Eastland Drive, Twin Falls, Idaho. Studio location 0.5 mi. east of Twin Falls city limits at KLIX (AM), near intersection of Elizabeth and County Roads. Transmitter location 4.8 mi. east of Jerome on Flat Top Butte. Geographic coordinates 42° 44' 04" N. Lat., 114° 24' 30" W. Long. Transmitter composite, antenna RCA. Legal counsel John H. Midlen Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **Frank C. Carman** (12.5%), 25% owner of KUTA Salt Lake City, Utah, 25% owner of KGEM Boise, Idaho, 12.5% owner of KIFI Idaho Falls and KWIK Pocatello, Idaho, and 16.75% owner of KOPR Butte, Mont.; Vice President **Frank C. McIntyre,** general manager; Treasurer **James M. Brady,** president and general manager of KIFI and 20% owner of J. Robb Brady Trust Co., which is 50% owner of applicant; **David G. Smith** (12.5%), 25% owner of KUTA and KGEM, and **Grant R. Wrathall** (12.5%), 25% owner of KUTA and KGEM, owner of KPOO San Francisco, 12½% owner of KLIX, KIFI and KWIK and 16.5% owner of KOPR, 29.8% owner of KULE Ephrata, Wash., and radio and television consulting engineer, Aptos, Calif. **J. Robb Brady Trust Co.** owns 50% of applicant; James M. Brady (see above) votes stock owned by this company. City priority status: Gr. A-2, No. 303.

CHICAGO, Ill.—WHFC Inc. (WHFC) (modification of application), UHF Ch. 26 (542-548 mc); ERP 222 kw visual, 111 kw aural; antenna height above average terrain 584 ft., above ground 589 ft. Estimated construction cost $353,000. first year operating cost $230,000, revenue $300,000. Post Office address 3350 S. Kedzie Ave., Chicago 23, Ill. Studio location to be determined. Transmitter location 105 W. Adams St. Geographic coordinates 41° 52' 45" N. Lat., 87° 37' 51" W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engieer Gillett & Bergquist, Washington. [For earlier application, see TV APPLICATIONS, B•T, June 30]. City priority status: Gr. B-2, No. 27.

MASON CITY, Iowa—Twin States Television Co., VHF Ch. 3 (60-66 mc); ERP 24.7 kw visual, 12.37 kw aural; antenna height above average terrain 432 ft., above ground 500 ft. Estimated construction cost $255,500, first year operating cost $250,000, revenue $275,000. Post Office address 21½ South Federal Ave., Mason City, Iowa. Studio location to be determined. Transmitter location about 3 mi. east of Mason City city limits on U. S. 18. Geographic coordinates 43° 08' 52" N. Lat., 93° 06' 28" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Robert M. Carson** (16⅔%), president and 35% owner of KSMN Mason City; Vice President **Ted Sloane** (16⅔%), Des Moines attorney; Vice President **W. K. Niemann** (16⅔%), president and 21.4% owner of General Pictures Production Inc. (commercial sound color motion pictures for educational and business purposes and film processing), Des Moines; Secretary **Joseph Z. Marks** (16⅔%), Des Moines attorney; Treasurer **Norman W. Rice** (16⅔%), vice president and 6% owner of KSMN, and **Nathan Levinson** (16⅔%), vice president and 50% owner of Mason City Foundry & Mfg.

(Continued on page 71)

Someone's in the kitchen with Skinner...

AND "someone" is a TV army of home-makers who have boosted WPTZ's program "Let Skinner Do It" to a 7.8 ARB—the highest kitchen show rating in Philadelphia.

At 9 A.M. every weekday, George Skinner sits down in his TV kitchen, brews himself a pot of coffee and makes like a next door neighbor. He tells Mom what's new—in roses, in food and grocery items, in headlines or human interest happenings. He plays music—a "Memory Tune," a "Hymn of the Day."

Working with George is his fabulous "Mechanical Man," whose merchandising possibilities have fascinated advertisers . . . and whose shenanigans have helped give Skinner a bigger audience every week day than Franklin Field's on the day of the annual Penn-Cornell football classic.

Advertisers of home products can buy a full minute of live demonstration on this program for only $135 (one time rate). And this includes commercials by Skinner—whose persuasive voice you've heard time and again on We the People, Camel Newsreel, Today, and doing the Fab commercials on The Big Payoff, Strike It Rich and The Comedy Hour.

As for results, well WPTZ, Philadelphia's food station, has a happy reputation for sales surprises. Phone LOcust 4-5500, or your nearest NBC Spot Sales representative and let's talk about your product or your client. You may be amazed, too.

PHILADELPHIA WATCHES WPTZ
MORE THAN ANY OTHER TV STATION*

**WPTZ — Philadelphia*

Per ARB for entire year 1951.

NBC
TV-AFFILIATE

1600 Architects Building, Philadelphia 3, Pennsylvania

COMPARATIVE NETWORK SHOWSHEET

EVE

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Production For Freedom* F	*Man of the Week* L	*The Week in Religion*	Revere Meet the Press L
6:15				
6:30	*The American Scene* F	Alcoa See It Now L		Gen Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton L
7:15				
7:30	*Everybody's Business* F	American Tobacco This Is Show Business L		Reynolds Metals Eddie Mayhoff F
7:45				
8:00	*King's Crossroads* F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30				
8:45				
9:00	*America In View* F	General Electric Information Please L Fred Waring 9/28	Clorets Chlorophyll Gum Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Focus* F	Bristol Myers Break the Bank L	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	Goodrich Celebrity Time L P. Lorillard The Web starts 9/28	*They Stand Accused*	P&G The Doctor F
10:15	*Production For Freedom* F			
10:30	*Films of Interest* F	Jules Montenier What's My Line L		
10:45				
11:00	Carter Prods Drew Pearson L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	Kellogg Space Cadet L			
6:45				
7:00			General Foods Capt. Video	*Up To Par* L
7:15				
7:30	*Curtain Up* F	GM-Oldsmobile News L		P&G Those Two L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	*Out of the Fog* F	Lever Lux Video Theatre L	*Pentagon Washington*	Winchell-Mahoney Show L Crosley-Speidel alternating
8:15				
8:30		Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00	*Washday Theatre* F	Philip Morris I Love Lucy starts 9/15 F	*Guide Right*	Pearson Pharm. Lights Out L
9:15				
9:30		Gen. Foods Instant Maxwell Coffee L Gaines Dog Food, Life with Luigi starts 9/22	Adam Hat Stores Inc. Famous Fights with Jimmy Powers	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45	*On Guard* F			
10:00		Westing-house Summer Theatre L	Co-op Boxing from Eastern Parkway	
10:15				
10:30		Studio One starts 9/22	Bayuk Cigar Co. Ringside Interviews Ted Husing	Co-op Who Said That L
10:45				
11:00		Longines Chrono-scope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	
7:15				Pepsi-Cola Short Stories F
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L
7:45		Lever Pepsodent 7:45-8 p.m.		Camel News Caravan L
8:00	*On Trial* L	Shadow Wave Music Hall	*Power of Women W. Vivien Kellems*	
8:15		8-9 pm (Co-op) Feature Film		Texas Co. Milton Berle L
8:30	*United—Or Not?* L		Curtis Publishing Co. Keep Posted	
8:45				
9:00	TBA	Schick Crime Syndicated (alt.) L Carter Prod. City Hosptl.	Wine Corp. of America TBA	P&G Fireside Theatre F
9:15				
9:30		Electric Auto-Lite Suspense L	*Quick on the Draw with Bob Dunn*	Armstrong Circle Theatre L
9:45				
10:00		Block Drug Danger L		P Lorillard Two For The Money F
10:15				
10:30		Democratic National Committee 9/2, 9/23, 10/7, 10/21	*Meet the Boss*	Considine Mutual of Omaha
10:45				
11:00				
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		
6:30	Kellogg Space Cadet L	
6:45		
7:00		
7:15		
7:30	Bendix Swanson (alt. wks.) The Name's The Same L	GM-Oldsmobile News
7:45		Chesterfield Perry Como
8:00	*The Paul Dixon Show* L	Pillsbury Toni (alt.) Godfrey & His Friends L
8:15		
8:30		Liggett & Myers Godfrey & His Friends L
8:45		
9:00	Bayuk Cigars Ellery Queen L	Colgate Strike It Rich L
9:15		
9:30	*In the Time* F	R. J. Reynolds The Hunter L Man Against Crime starts 10/1
9:45		
10:00		Pabst Sales Co. Blue Ribbon Bouts L
10:15		
10:30	Co-op Wrestling L (10 to Midnite)	
10:45		General Cigar Sports Spot
11:00		Longines Chrono-scope
11:15 PM		

DAY

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N	*Papa Bear's Newsreel* F	*In The Park* L		
12:15 PM	Sweets Co. Tootsie Hipodrome L			
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival L		
12:45				
1:00				
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45		M-F 9:45-10 CBS News		
10:00				*Prologue to the Future* F
10:15		Arthur Godfrey 10-11 a.m. (See Footnote)		
10:30				*Breakfast Party* L
10:45				
11:00		*Al Pearce Show*		*Mrs. U.S.A* F
11:15				
11:30		C-P-P (MWF) Strike It Rich L		*It's A Problem*
11:45				
12:00 N		Gen. Mills Bride & Gr'm L		Prtcpting. Sponsors
12:15 PM		Amer. Home All Products Love of Life		Ruth Lyons 50 Club L
12:30		P&G Search for Tomorrow	*Noontime News with Walter Raney*	
12:45				*Take the Break with Don Russell*
1:00				
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00	Ralston-Purina *Space Patrol* F	*The Whistling Wizard*	Florida Citrus Corp Happy's Party	
11:15				
11:30	Fleers Pud's Prize Party L	Brown Shoe Smilin' Ed McConnell F	International Shoe Co. Kids & Co.	
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00				
1:15				

	ABC	CBS
1:30 PM		
1:45		
2:00		
2:15		
2:30		
2:45		
3:00		
3:15		
3:30		
3:45		
4:00		
4:15		
4:30		
4:45		*TV Tel's Time* F
5:00		Canada Dry Super Circus (alt. sp.) (5-5:30) L
5:15		
5:30		Co-op 5:00-5:30 alt. Sun. (5:30-6) every Sun.
5:45 PM		

XUM

N N G — FOR SEPTEMBER 1952

ESDAY

DuMONT	NBC
General Foods Capt. Video	*Up To Parr* L
	P&G Those Two L
	Camel News Caravan L
Midway with Don Russell	duPont Cavalcade of America F
	GE I Married Joan F
Straw-Hatters with Bill Wendell	Krafts Foods Television Theatre L
	Hazel Bishop This Is Your Life L

THURSDAY

ABC	CBS	DuMONT	NBC
	Amer. Cig. & Cig. Co. News	General Foods Capt. Video	Pepsi-Cola Short Stories L
General Mills Lone Ranger F	Lever Pepsodent 7:45-8 p.m. Shadow Wave Music Hall		Chevrolet Dinah Shore L
			Camel News Caravan L
Amer. Chicle A Date with Judy L	Carnation Burns Allen (alt.) L Goodrich 10/6	Operation Information	DeSoto-Plymouth Groucho Marx F
Lorillard Chance of a Lifetime L	Blatz Brewing Amos 'n' Andy (alt. wks.) F[1]	Tidewater Associated Oil Broadway to Hollywood	Borden Treasury Men In Action L
Strength For A Free World F	Westing-house Pick the Winner	Westing-house Pick the Winner	Fatima Dragnet F (alt. wks.) Chesterfield Gangbusters F
Do's or Dont's F	Lever Rinso Big Town F	*What's the Story Walter Kiernan*	Ford Ford Theatre F
	Philip Morris Racket Squad F	*This Is Music*	U.S. Tobacco Martin Kane
	Carter Toni (alt.) I've Got A Secret L	*Author Meets the Critics*	Ethyl Corp. Ask Me Another L

FRIDAY

ABC	CBS	DuMONT	NBC
Kellogg Space Cadet L			
General Mills Stu Erwin F	GM-Oldsmobile News	General Foods Capt. Video	*Up To Parr* L
	Chesterfield Perry Como		P&G Those Two L
			Camel News Caravan L
Our Neighbors to the North F	Gen. Foods Maxwell House Coffee Mama L	*Down You Go*	RCA Dennis Day L
Encore Playhouse F	R. J. Reynolds Pantomime Quiz My Friend Irma 10/3	*Twenty Questions*	Gulf Oil We, The People L
"	Schlitz Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Big Story L
Kreisler, Masland (alt. sp.) Tales of Tomorrow	General Foods Sanka Footlight Theatre		Campbell Aldrich Family L
	Police Story L Colgate Mr & Mrs North st 10/3	Drug Store TV Prod. Cavalcade of Stars	Gillette Cavalcade of Sports L
	Simmons Co. It's News To Me (alt. wks.) (st. 10/3)		Chesebrough Greatest Fights F
	Longines Chrono-scope		

SATURDAY

ABC	CBS	DuMONT	NBC
Saddle Pal Club F	*Stork Club*		*Mr. Wizard*
	Sylvania Beat The Clock L	*Pet Shop*	Miles Labs. One Man's Family L
Whiteman TV Teen Club L	(Co-op) Summer Cinema Feature Films 8 p. m. thru 10:30 p.m. 8-9 p. m. Schick Inc Amer. Chicle Leeming & Co. Jackie Gleason Show st 9/20		Pet Milk Kellogg All Star Revue L
Feature Playhouse F			Your Show of Shows R. J. Reynolds S.O.S. Benrus Griffin Prudential Lehn & Fink L
	Scally Mattress Co Balance Your Budget st 10/18	Co-op Wrestling from Chicago Jack Brickhouse	
	Serutan Co. Battle of The Ages (st. 9/6)		American Tobacco Your Hit Parade L
		Boyle-Midway Sports Showcase	

6:00 PM
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11:15 PM

TIME

SUNDAY

CBS	DuMONT	NBC
		Religious Hour Frontiers of Faith L
		Bohn Alum. American Forum L
	Miller Brewing Co Atlantic Refining Co. Pro Football	
Cats Paw Rubber Quiz Kids (alt. wks.) (st. 9/14)		RCA (alt. wks.) Kukla, Fran. Ollie L
Where Do You Stand		Hallmark Hall of Fame L
Lamp Unto My Feet		Quaker Oats Zoo Parade L
What in the World		Derby Foods Sky King Thtr., F (alt. with) *Recital Hall* L

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Garry Moore Show (See footnote)		
	P&G Guiding Light L		
	(See Footnote)		The Big Payoff CPP (M-W-F)
			P&G Welcome Travelers L
			Kate Smith L
			Lever Hwkns. Falls L
			Gabby Hayes**
			Mars, C-P-P Welch, Klog. Int. Shoe Bauer & Blk. Standard Brands L Howdy Ddy.

SATURDAY

ABC	CBS	DuMONT	NBC
	Horse Racing		
			Co-op Rootie Kazootie L

Explanation: Programs in italics, sustaining; Time, EDT. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT. 7:15-20 Wed.—Fla. Citrus. 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio, 8:15-20 Wed—Mystic. Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin. 8:20-25 Mon.—Pure-Pak. Thurs.—"Time." Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5. Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fril Kromark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

** Quaker Oats—Mon. & Fri.

5:30-6 p.m., M-F. Firms listed sponsor Howdy Doody in 15 min. segments.

[1] Singer Sewing Machine Co. Four Star Playhouse starts 9/15.

CBS—10:10-15—Star-Kist Tuna.
10:15-30. Mon.-Th.—Frigidaire & Owens-Corning, Alt. Days.
10:30-45, M-Th.—Lever.
10:45-11, M-Th.—Pillsbury.
11:30-12 n, Tu. & Th., Strike It Rich, sustaining.
Double or Nothing, St. 10/6.
1:45-2 p.m., Wed.—Garry Moore. Best Foods.
2:15-30, Tues.—GE.; 2:15-30, Fri.—Stokely-Van Camp. 2-2:15, Th.—GE.
2-2:30, M-W-F—Campbell Soup.
2:45-3 p.m., Fri.—Green Giant Co.; 2:45-3 p.m., M-Th—Pillsbury; 3-3:15 p.m., M-W-Th—Lever Bros.; 3-3:15 p.m., Tu-Fri—Kellogg; 2:45-3:15 p.m.—House Party.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

September 1, 1952

XUM

BALTIMORE is a National Leader

and WMAR-TV LEADS IN BALTIMORE

Five batwings on the Channel 2 antenna now provide 25,000 watts of effective radiated power.

In Rating after Rating, Month after Month, WMAR-TV attracts More Viewers than any other Station in Baltimore.

In April of 1952 WMAR-TV scored 164 quarter-hour firsts to a combined total of 169 for the other two Baltimore stations.

In May it was 165 to 167.

In June, 168 to 152.

When July rolled around with the Republican National Convention, WMAR-TV, continuing its unchallenged leadership, drew an average rating 50% higher than the combined average for the other two Baltimore television stations.*

**Figures derived from April, May and June ARB for periods 11 A.M. to 11 P.M.; from July ARB for Convention periods.*

WMAR-TV

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

telestatus

Survey Made On Medical Show Value

(Report 231)

MEDICAL educational programs have a definite place on television and should be expanded, according to survey results announced last week by NBC-TV.

Three surveys were conducted by the American Medical Assn. and Smith, Kline & French Labs., Philadelphia pharmaceutical firm which sponsored two NBC telecasts of annual AMA proceedings in Chicago last June. Surveys were based on the telecasts, which included part of a surgical operation.

One survey was conducted by telephone among 143 Philadelphia doctors, and of 31 who viewed the first program, only one had a negative comment. In the second survey, doctors were questioned in person about the programs and of 121 who had seen at least one telecast, 116, or 96%, considered it worthwhile.

The third survey consisted of 8,574 questionnaires sent to doctors. Of 1,373 replies, 722 reported viewing one or both of the programs; of these, 94% found the programs interesting; 74% believed the programs useful to doctors; 62% said their patients commented on the program, and 98% favored repeat telecasts next year.

* * *

Meck TV Studies Washington Viewing

WASHINGTONIANS (D.C.) without television in their homes see about as much TV as those owning receivers. This is the conclusion of a survey recently conducted there by Meck Television, which checked viewing habits of 340 residents. Set owners averaged 16½ hours of viewing per week, compared with an average of 12 hours for non-set owners. High and low range for those without sets were 35 hours and 3 hours, with time spent in a friend's home.

Fifty-three percent of the 340 queried did not own sets, but said they would choose a set primarily on the basis of a clear picture. Respondents favored Milton Berle as the star TV attraction, followed by Arthur Godfrey, ball games, the fights, movies, news, *Footlight Theatre*, the political conventions and *Amos 'n' Andy*.

* * *

First Canadian 'Teleratings' Issued

FIRST "TELERATINGS" report for television-equipped homes in Canada has been issued by Elliott-Haynes Ltd., Toronto, for August. It covers TV reception in the Toronto-Hamilton-Niagara area, and shows that "virtually all TV viewing in the Toronto-Hamilton-Niagara area is directed at WBEN-TV Buffalo. WHAM-TV Rochester accounts for somewhat less than 1% of the TV homes."

There are about 70,000 TV homes in the area, and each rating point in the report therefore represents 700 viewing homes. The TV sets-in-use index (from 7-10 p.m., Mon. thru Sun.) shows 26.7%, as compared to 23.6% for AM radio sets-in-use in Elliott-Haynes national evening program ratings for July. Following the pattern of radio listening, TV viewing appears highest on Monday and Wednesday evenings (30.8% and 30.5% respectively), lowest on Saturday and Sunday evenings (22.4% and 24.1% respectively). This may be due to summer week-end vacationing.

Highest rating in current report is *My Little Margie*, 43.0%, followed by *Arthur Godfrey*, 39.2%, *The Best of Groucho*, 37.2%, *Crusade in Europe*, 37.1%, and *Circle Theatre*, 36.1%. Thirty-one programs are listed in the report.

* * *

Weekly Television Summary—

September 1, 1952—TELECASTNG Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	96,433
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	402,829
Binghamton	WNBF-TV	85,000
Birmingham	WAFM-TV, WBRC-TV	114,000
Bloomington	WTTV	160,000
Boston	WBZ-TV, WNAC-TV	920,928
Buffalo	WBEN-TV	279,204
Charlotte	WBTV	237,519
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,172,844
Cincinnati	WCPO-TV, WKRC-TV, WLWT	361,000
Cleveland	WEWS, WNBK, WXEL	637,684
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	182,073
Davenport	WOC-TV	123,000
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	243,000
Denver	KFEL-TV	21,735
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	182,073
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	121,599
Houston	KPRC-TV	169,675
Huntington-Charleston	WSAZ-TV	98,137
Indianapolis	WFBM-TV	251,000
Jacksonville	WMBR-TV	62,000
Johnstown	WJAC-TV	164,501
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	218,045
Lancaster	WGAL-TV	159,067
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,324,088
Louisville	WAVE-TV, WHAS-TV	179,820
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	23,000
Memphis	WMCT	140,536
Miami	WTVJ	126,300
Milwaukee	WTMJ-TV	346,085
Minn.-St. Paul	KSTP-TV, WCCO-TV	326,700
Nashville	WSM-TV	75,658
New Haven	WNHC-TV	310,000
New Orleans	WDSU-TV	108,676
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	125,800
Oklahoma City	WKY-TV	147,350
Omaha	KMTV, WOW-TV	136,329
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,062,249
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	465,000
Providence	WJAR-TV	224,000
Richmond	WTVR	136,822
Rochester	WHAM-TV	151,000
Rock Island	WHBF-TV	123,000
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	81,754
San Antonio	KEYL, WOAI-TV	90,134
San Diego	KFMB-TV	147,250
San Francisco	KGO-TV, KPIX, KRON-TV	433,000
Schenectady-Albany-Troy	WRGB	219,400
Seattle	KING-TV	163,700
St. Louis	KSD-TV	413,000
Syracuse	WHEN, WSYR-TV	185,550
Toledo	WSPD-TV	191,000
Tulsa	KOTV	129,150
Utica-Rome	WKTV	75,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	382,932
Wilmington	WDEL-TV	113,414

Total Stations on Air 110*
* Includes XELD-TV Matamoros, Mexico

Total Markets on Air 65*

Estimated Sets in Use: 18,232,804

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

YESTERDAY and TODAY in Central Indiana at WFBM-TV

"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

251,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

to sell Memphis you need **Both**

—to give you the selling punch in this two billion dollar market

owned and operated by the Commercial Appeal

National Representatives - The Branham Company

CBC BALKS

Over CBS, NBC TV Programs

CANADIAN television may begin without NBC and CBS sponsored network programs because of a deadlock over payments between these networks and Canadian Broadcasting Corp., according to a CBC announcement Thursday.

However, negotiations between DuMont and ABC are going satisfactorily, the announcement said. Involved is the proportion of commercial revenue to come from Canadian sponsors for American network programs.

Two and a half hours weekly will be affected when CBC begins programming at Toronto on Sept. 8—*Goodyear TV Playhouse*, *Robert Montgomery Presents* (Johnson's Wax), *Studio One* (Westinghouse), *Aldrich Family* (Campbell Soup).

The CBC commercial rate for TV stations at Toronto and Montreal includes time and facilities to attract Canadian talent. CBC refused to break the rate into time and facilities segments because it feels NBC's and CBS's claim for 70% of the affiliate rate is too high, it was reported.

CBC executives state unofficially they have offered the American networks considerably more than the usual 15% commission of the combined rate.

Canadian sponsors of American commercial network shows have no alternative programs arranged for telecast to date. It was reported they hope for a settlement before Sept. 8 when the first commercial program, *Studio One*, is scheduled.

CANADIAN SCALE

Temporary Pay Rates Set

TEMPORARY union payrates have been established at Toronto for TV announcers and artists, with a committee of two unions and five locals working out arrangements which roughly apply a scale of twice radio rates for work on TV. Rates will be reviewed in February when TV has had some months of operation at Toronto through CBLT. Minimum pay for any show or commercial of any length is $25.

AFL Musicians Union at Toronto has submitted demands to Canadian Broadcasting Corp. for first musicians TV contract in Canada, requiring $2 over the present AM $10 rate for half-hour commercial programs, and combined radio and TV rate if program is simulcast.

Protests Camera Ban

BARRING of TV cameras from hearings of the Civil Service Board in Miami, Fla., has been protested by National Assn. of Radio News Directors. Jim Bormann, NARND president, challenged the board's position that coverage by WTVJ (TV) Miami would serve no useful purpose, asking the board to re-evaluate its responsibility to the people and open its doors to all bona fide news media.

NUPTIAL MASS

Telecast at WBZ-TV Studio

PERHAPS the first Roman Catholic Nuptial mass ever to be celebrated on television, with an altar built right in a TV studio, was telecast by WBZ-TV Boston Aug. 24.

The occasion was the inter-faith religious series, *Our Believing World*, which has been initiated in a move to combat religious prejudice. More than a million viewers in the New England area watched the telecast, with Archbishop Richard J. Cushing officiating at the mass.

WBT-TV erected an altar in its studio to accommodate wedding guests there and in adjoining Studio B. For guests unable to witness the ceremony, TV monitors were set up.

Commentary was given during the ceremony by Rev. Walter Flaherty, archdiocesan radio-TV director.

The religious series is coordinated for WBZ-TV by Richard V. McCann and produced and directed by W. Lawrence Baker.

DRAMATIC SERIES

Debuts Over NBC-TV

PREVIEW performance of *The Doctor*, a new half-hour dramatic series, was held fortnight ago for newsmen in New York. The series made its debut Aug. 24 over NBC-TV, 10-10:30 p.m. EDT.

First film in the series shown at the preview was entitled "The Inquisitor," and depicted the inner struggles of an official of the communist government in Czechoslovakia. The doctor does not appear in the drama but is used as a device to introduce the story. This will be the pattern of the 44 dramas in the series.

Procter & Gamble (Camay) is sponsoring the series. Benton & Bowles is the agency. Marion Parsonnet is producing the series, which is being filmed at the Parsonnet Studios, New York.

Canadian Fee

CANADIANS are expected to pay an annual license fee of $15 for viewing Canadian government-operated television, just as for many years they have paid a $2.50 annual radio receiver license fee. How to collect the TV license fee and to determine who will have to pay it, since it is not to be charged where Canadian programs cannot be seen, is worrying not only Canadian government authorities, but also some of those who must pay the fee, it is reported.

NBC-TV *Those Two*, sponsored by Procter & Gamble Co. (Tide, Drene, Camay), shifts to the West Coast and will emanate live from Hollywood, effective Sept. 8, 7:30-7:45 p.m. EST. Agency is Benton & Bowles Inc., Hollywood.

Cops Convinced

WHAT has happened to "that vanishing American—the cop on the beat?" This question, explored recently over NBC-TV's *American Inventory* in a drama titled *The Cop on the Beat*, struck a sympathetic chord in the cities of Minneapolis and Milwaukee. Police officials there requested kinescopes of the telecast for showing before businessmen's clubs and police training schools. Wrote Minneapolis' Chief of Police Thomas Jones: "The story as depicted in the film you presented is particularly apropos of the problems we face in the city of Minneapolis." NBC-TV is forwarding the kinescopes.

MCA EXPANDS

Its Midwest Operation

MUSIC Corp. of America, believed one of the biggest talent agencies in the world, is bolstering its television operation in the Midwest by reorganizing its present staff with new sales personnel in Chicago.

The three people in the radio, TV and syndication department in Chicago are Maurice Lipsey, vice president, Raoul Kent and Layton Bailey. Mr. Lipsey, who formerly supervised work in all departments, will concentrate on TV. Mr. Kent has worked at MCA Chicago for several years as a broadcast specialist, and Mr. Bailey, who has transferred from the band and act departments, spent several months this year studying television in the East.

They plan to sell MCA packages, as well as those owned by artists whom the company represents, in the area covering Toledo and Denver, Canada and Tennessee and Oklahoma. The staff will handle live as well as film shows. Many of the film programs will be produced at Review Productions in Hollywood, an MCA subsidiary. Two of the packages now being offered locally star Abbott and Costello and George Raft, both on film.

Theatre TV Talks

ENGINEERING and accounting testimony on theatre TV will be submitted by NARTB Oct. 20 at FCC hearings on the status of this medium in the TV spectrum. Committee members are Raymond F. Guy, NBC; Rodney Chipp, Allen B. DuMont Labs.; J. E. Mathias, WGAL-TV Lancaster, Pa.; John Leitch, WCAU-TV Philadelphia; Carleton G. Nopper, WMAR-TV Baltimore; Jack R. Poppele, WOR New York, and R. J. Rockwell, Crosley TV stations.

KANSAS GRANT

NARTB Questions Handling

FCC was asked last week by NARTB to reconsider its grant of a television CP to Kansas State College of Agriculture & Applied Science, Manhattan, Kan.

Harold E. Fellows, NARTB president, said after polling the association's board [CLOSED CIRCUIT, Aug. 26] the petition is in no way "in opposition to the grant to Kansas State College but instead is expressing opposition to the manner and method of the handling of the grant by the FCC."

He added that in NARTB's belief "the Commission has adopted special rules without giving interested parties the opportunity of a hearing [B•T, July 28]. The departure from long-established rules was made on the basis of the college's identity as a state tax-supported institution. The Kansas State application states it is a land grant college 'supported primarily from appropriations made by the State Legislature supplemented by federal funds and student fees.'"

NARTB Cites FCC Rules

NARTB contends that CP grants to all television stations must be made in conformance with the Communications Act and FCC Rules & Regulations.

The association argues the Kansas State application was granted without hearing "despite the fact that the college has no funds currently available or committed from any source for television construction; funds for television construction would require a legislative appropriation for which a request has never been made; in fact, the board of regents has never approved such a request to the Legislature for television construction funds."

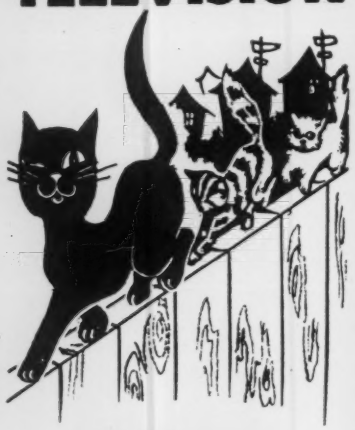
NARTB maintains FCC "has either violated its own rules or intentionally amended them without proper procedures. The petition specifically cites the Communications Act and the FCC's Rules & Regulations which provide that no license shall be issued unless the financial ability of the applicant is proved."

Telemeter Rights

CANADIAN rights for 25 years to Telemeter and Telemeter antenna have been obtained by J. J. Fitzgibbons, president, Famous Players Canadian Corp., Toronto, from International Telemeter Corp., Hollywood. Manufacturing rights for Canada for Telemeter equipment are included, but no arrangements have as yet been made for production. No date has been set when Telemeter service will start in Canada. Famous Players Canadian Corp., has also applied for a TV station license at Toronto, but no action has been taken.

5820
RCA
RADIOTRON ELECTRON TUBE
"The better to see you with"
day or night
YEARS AGO when television was just a novelty in broadcast circles, RCA tube engineers foresaw the need for camera tubes that could produce clear pictures with ordinary lighting—indoors and outdoors. They solved the problem with the Image Orthicon—and a new world of TV program opportunities opened overnight.
Today, RCA Image Orthicons can deliver superior pictures over a wide range of illumination—from a brightly lighted studio to virtual outdoor darkness. And continued top performance is assured—because every RCA Image Orthicon delivered by your RCA Tube Distributor is backed by a special RCA engineering consulting service for your protection!
Your local RCA Tube Distributor is ready to give you prompt, reliable service. Phone him any time.
RCA
RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N.J.

WHEN TELEVISION



GETS RESULTS

Here's a rich market . . . and here's Central New York's most looked at television station — ready to present your story to a "buying" audience. More top shows . . . more local advertisers . . . greater results.

say "WHEN"

CENTRAL NEW YORK'S MOST LOOKED AT TELEVISION STATION

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

ARMY TV SERIES

Awards to 7 N. Y. Outlets

REPRESENTATIVES of seven television stations in the New York area have received Dept. of Army certificates of appreciation for public service. They were awarded for telecasts of the Army's film TV program, *The Big Picture*. A number of other TV outlets received similar certificates earlier this year [B•T, March 31].

Accepting the Army's award for their organizations were: Clarence Worden, program director of WCBS-TV New York; Frank Freeman, assistant television film director of WJZ-TV New York; John R. Poppele, vice president of WOR-TV New York; Mitchell Benson, NBC network program manager, for WNBT (TV) New York; Sam Posner, assistant program administrator of WABD (TV) New York; Nat Shoehalter, film assignments director of WATV (TV) Newark, N. J., and Louis Ames, program director of WPIX (TV) New York.

Distribution on the 13-week series has been temporarily discontinued but production is underway for new programs to resume Oct. 15. Production is under the direction of Col. Edward Kirby, chief of the Army Dept.'s radio-TV activities.

WPIX (TV) FILMS

Booked Five Nights Weekly

EMULATING standard motion picture theatre practice, WPIX (TV) New York is inaugurating a new policy of showing movies on a five-a-week schedule. Starting Sept 17, the station has set aside 7:30 to 9 p.m. on weekdays for uncut feature films, to be shown on a week-long basis, with Saturday and Sunday omitted.

Tentatively titled *The First Show*, the series will present films purchased from Standard Television Co. of Hollywood, including "Winterset," "Moon and Sixpence," "Sleep, My Love," "Girl from Manhattan" and "So Ends Our Night," which will launch the series. Program is being offered for sale to participating sponsors, with live announcements available preceding and following the program and film commercials integrated during the feature.

Fight Closeup Device

NEW portable television camera device, designed to facilitate close-ups from ringside level during fight telecasts, was used for the first time by CBS-TV last Wednesday at the Madison Square Garden bouts in New York. Called a "Sammonscope"—after its creator, Robert Sammon, assistant manager of technical operations for CBS Television—the unit consists of an image orthicon tube from a standard CBS-TV camera and a special housing.

Call 'em, See 'em

LONDON's annual radio show had a surprise for visitors when it opened last Wednesday—a TV-telephone. The phoner's image is shown upon a TV screen at the opposite end of the circuit, and the caller similarly can see on a screen the person talking at the other end. But the TV-phone is not expected to invade the privacy of many homes for a while yet—the model shown by British engineers costs $2,800.

RELIGIOUS SHOWS

Lack Production—Boyd

TOO many religious TV programs suffer from poor production and inadequate planning and are merchandised simply on the claim that they are "religious."

This opinion was expressed by Mal Boyd, former partner of Mary Pickford in PRB Inc., program packagers, when speaking to members of the National Society of Television Producers at their monthly luncheon meeting in the Hollywood Brown Derby Restaurant.

Lack of planned utility on the local level in conjunction with local churches is held by Mr. Boyd to be the primary flaw in the majority of religious TV programs.

"Although filmed shows with a religious basis are gradually emerging for the TV field, the backbone of religious television activity continues to be found in live video programs," he said.

A distribution pattern for religious TV programs is now apparent, Mr. Boyd said, pointing out that it is shaping up along lines of establishing a time ratio system for Protestants, Catholics and Jews with whom networks can deal.

"A pattern of non-sponsorship of religious programs is also discernible, yet a parallel can be found in the commercial sponsorship of Cathedral Films' backlog, edited for TV, which is now being shown in five national markets," he said.

CBS-TV SUBSCRIBES

To Nielsen Coverage Service

CBS-TV has subscribed to Nielsen Coverage Service, nationwide measurement of weekly and monthly audience coverage of radio and TV stations and networks being conducted by A. C. Nielsen Co. Arthur C. Nielsen, firm's president, in a Thursday announcement noted that CBS-TV is the first video network to sign for this survey, for which field work has been completed and tabulations are now in the final stage, with reports scheduled for early fall delivery.

PORT ARTHUR

Smith Radio Hits KPAC Bid

SQUABBLE for TV Channel 4 in Port Arthur rose to greater heights last week when Smith Radio Co. amended its petition to have the FCC strike the KPAC application from hearing [AT DEADLINE, Aug. 25] and put the existence of the 18-year-old Port Arthur College station in jeopardy.

Smith Radio Co.'s position is that Port Arthur College is a religious, non-profit school and under Texas laws is ineligible to operate a commercial business.

It asked the FCC to force the college to withdraw its Channel 4 TV application and seek, instead, reserved non-commercial, educational TV Channel 37.

In its amended petition last week, Smith Radio Co., which comprises James B. Smith, college student, and his uncle, Joe B. Carrigan, trustee for his daughter, Laura C. Fitzsimons, amplified its arguments that Port Arthur College is not legally qualified and cited Texas courts and opinions of the state's attorneys general in behalf of its position.

It also insisted that the only purpose of Port Arthur College's radio and TV stations was to train transmitter operators. Construction and operation of a TV station would impoverish the college, the Smith Radio Co. petition declared.

Referring to the fact that the college's application shows that with the addition of a TV station it would be doing a half-million-dollar-a-year business, Smith Radio petition added:

It is apparent from the face of the said application that this is an unreasonable, ridiculous and unlawful attempt on the part of this "strictly educational" church institution to maintain a small technical trade school for licensed transmitter operators as an excuse to engage in a vast commercial enterprise free from taxes, and free from all other normal corporate restraints. . . .

The Methodist-endowed college in its answer to the first Smith petition two weeks ago claimed to have every right under law to engage in radio and TV broadcasting.

Third applicant for TV Channel 4 is Lufkin Amusement Co., Beaumont. Port Arthur and Beaumont are considered one area.

KPAC operates on 1250 kc with 5 kw day, 1 kw night, directional. It is an MBS affiliate.

TV Publicists

JOEL CHASEMAN, director of public service and publicity, WAAM (TV) Baltimore, has announced that "about one quarter" of the nation's TV stations have replied to his letter suggesting an information-exchange professional association of public relations men of the 108 pioneer video stations. Mr. Chaseman added that "more replies are anticipated."

XUM

NEWSPAPER COSTS *Young Says They Must Decrease*

IN THE FACE of television and radio competition, newspapers must decrease costs to deliver circulation to the advertiser for less cost per thousand, John Orr Young, president of John Orr Young Assoc., advertising agency management consultant firm, told the convention of the Assn. for Education in Journalism at Columbia U., New York, last week.

Mr. Young advanced the belief that adjustments by newspapers should be in the realms of management and finance rather than in their editorial format. To support this contention, Mr. Young pointed out that newspaper readership and circulation had increased since before World War II while its share of the advertising dollar had dropped to 30%, as compared with 37% in the same time period.

"Would Have Been Richer"

"If newspapers had been able to retain their pre-war percentage," Mr. Young declared, "they would have been $119 million richer (in 1951) which would have been just about enough to equal the last two newsprint price increases."

Mr. Young blamed this downward trend on the inroads made primarily by television and noted that higher production costs were a contributing factor. But he warned newspaper publishers that a solution did not lie in imitating television's editorial format and thereby competing more closely with it.

Citing the success of the tabloid newspapers, the pictorial weeklies, the comic books and the visual training programs by industry and the armed forces, Mr. Young indicated that the public craving for picturized information extends to television. He claimed, however, that newspapers were less affected by TV than other media but conceded they "are having their troubles."

"At the June meeting of the Newspaper Executive Assn. at Daytona Beach (Fla.) a rather grim picture was presented of costs still rising and advertising lineage off 12%," Mr. Young recounted. "Costs have advanced 35% faster than revenue. Advertising lineage was off 6% in 1951. And so far this year, it is off 12%. Also, newspapers have slipped in their percentage of the advertising dollar, mostly due to radio and television."

Touching upon future changes in advertising budgets caused by television, Mr. Young prophesied that "an increasing slice will go to TV unless the medium prices itself out of the market, as it may do."

He said that television is becoming so expensive, despite its attention value and productivity, that many large advertisers are cutting their television appropriations. He drove home the point that no matter how well a medium produces, an advertiser still considers cost per thousand prospects important and accordingly adjusts his budget.

In summing up, Mr. Young offered this observation of the newspaper industry: "If it is to survive it must give readers and advertisers more for their money, as compared with the newer and more sensational means of communication."

MAILED congratulations from VIPs and enthusiastic listeners are read by (l to r) Mr. Ballentine, Mr. Greer and Mr. Kelley after the program's premiere. ➤

'R. F. D. PIEDMONT'
WFMY-TV's Farm Show

PROGRAM that demonstrates farming in the South is the new boast of WFMY-TV Greensboro, N. C. The show is called *R. F. D. Piedmont.*

According to the station, purpose of the program is to bring to North Carolina's farmers all the news and information of importance or of interest to them.

Premiere program (it is telecast 11:45 - 12 noon Monday, Wednesday and Friday) featured prominent agriculture leaders of the state, including State Agriculture Commissioner L. Y. Ballentine; L. L. Ray of the State College; W. H. Rogers, director of organization, North Carolina Farm Bureau; Dr. W. E. Reed, dean of agriculture, A. and T. College; Betty Danields, Guliford County home demonstration agent, and Gaines Kelley, station's general manager. Ben Greer, station's news and farm director, was m.c.

Programs include demonstrations of better farming methods, live stock shows, seed demonstrations, talks by State College extension specialists, county farm and home demonstration agents, 4-H leaders and fair officials.

BRITAIN'S new 750-foot transmitter at Cardiff brings 3,500,00 more people into viewing range, making TV available to 80% of the population.

WSAZ-TV

HOME TOWN TV STATION

HUNTINGTON & CHARLESTON and 2,000,000 people in 67 counties.

FOR COUNTY BREAKDOWN OF TV SETS IN THIS AREA CONSULT →

OR THE KATZ AGENCY, INC.

100,000 WATTS ON CHANNEL 3

WSAZ-TV

HUNTINGTON, WEST VIRGINIA

Hearing Problems

(Continued from page 57)

would be argument for the granting of stations of less than minimum power in certain areas not meeting separation requirements, on the thesis that the lower power would absolve the interference problem and yet render new service to the public.

Industry attorneys, however, are not in full agreement on this view respecting the effect on the Sixth Report.

One further important effect of the exclusion of population and area service data, it was said, would be to put at a disadvantage the applicant who plans initially to invest large sums of money to render the maximum service by seeking full power and using the highest possible transmitting site, while a competitor might propose only low-budget minimum operation on the same channel.

Under FCC's view, both applicants would be on equal footing as to area and population served, it was contended.

Center of the argument is Issue No. 2 in all of the cases designated for hearing, which reads:

To determine the type and character of the program services proposed to be rendered and whether they would meet the needs of the communities and areas within the Grade A and Grade B field intensity contours.

A number of petitions already have been filed with the Commission to enlarge and clarify the issues in various hearings and most of these seek inclusion of an issue to permit comparison of populations and areas to be served. FCC's Broadcast Bureau has been granted extension of time until Sept. 15 to answer the petitions.

Additional similar petitions are forthcoming in more cases, it was indicated last week.

Asks Enlargement of Issues

One presentation of the argument is contained in the petition of Head of the Lakes Broadcasting Co. (WEBC), Channel 3 applicant at Duluth, Minn., whose bid is mutually exclusive with that of Red River Broadcasting Co. (KDAL). WEBC asks enlargement of the issues.

"It is apparent from inspection of the above-styled mutually exclusive applications that there is a disparity in the areas and populations which would be included within the respective proposed Grade A and Grade B field intensity contours," the WEBC petition states. "Since the Commission's rules and technical standards do not provide any method for determination of interference with respect to television broadcast stations operating at locations and on channels specified by Rule 3.606, it follows perforce that the proposed stations would provide television broadcast service within their respective proposed Grade A and Grade B contours—to the extent, of course, of 90% of the time to 70% of the locations at the limits of the Grade A areas, and 90% of the time to 50% of the locations at the limits of the Grade B areas.

"Nevertheless, the issues designated for hearing in the instant proceeding do not require or permit evidence to be taken with respect to the areas and populations which would be served by the applicants, and comparative consideration of the applications on the basis of difference of service to area and population is, therefore, impossible in the proceeding."

WEBC proposes effective radiated visual power of 100 kw with an antenna height above average terrain of 677 ft. while KDAL proposes ERP of 23 kw and antenna 814 ft.

Petition Charges

The WEBC petition charges "the failure of the Commission to include an issue with respect to the applicants' proposed service to areas and populations and to permit comparative consideration of the applications on the evidence adduced with respect to such an issue constitutes an unlawful and arbitrary disregard of the provisions of Sec. 1 and Sec. 309 of the Communications Act.

"Thus, the Commission has disregarded the mandate of Sec. 1 of the Act which requires promotion of radio service to *all* of the people of the United States," the petition charges, and "has disregarded the standard in Sec. 309 of 'public interest, convenience and necessity', since the public interest is served by greater rather than lesser coverage of area and population by broadcast stations."

The WEBC petition further points out that the Court of Appeals for the District of Columbia in the case of *Easton Pub. Co.* v. *FCC* ruled the Commission must explore the factual situation fully in cases involving comparative consideration of two applications or two communities.

A similar petition to consider population and area has been filed by WIBM Inc. (WIBM), Jackson, Mich., which contends that its bid for Channel 48 there specifies three times the power and many times the antenna height as does its competitor, Jackson Broadcasting and Television Corp. (WKHM).

In the Portland proceedings—involving separate hearings for four different channels—one applicant already has petitioned for enlargement of the issues to permit comparative consideration on the basis of Sec. 307(b) of the Act. That is Vancouver Radio Corp., UHF Channel 21 applicant at Vancouver, Wash., whose bid is in conflict with that of Mt. Scott Telecasters Inc. (KGON), Oregon City.

The petition noted that while the applicants do not seek use of the channel at Portland, "no different provision was made by the Commission in its issues for this factually different type of proceeding."

"TV STUDIO OPERATIONS"

New, Non-Mathematical CREI Course Prepared with Complete Cooperation of all 4 Major TV Networks

Station executives pondering the problem of where to find trained personnel for anticipated TV operations may expect help from a new home study course just announced by Capitol Radio Engineering Institute of Washington, D. C.

"TV Studio Operations," was developed by CREI, in cooperation with all 4 major television networks. Because of the chains' help, the course will train station staffers the way networks want them trained.

CREI suggests to station executives that they recommend the new non-mathematical course to their own personnel so as to have trained people available for forthcoming TV operations.

The home study method by which this course will be completed is the same plan by which CREI has successfully trained many thousands of men for industry and for the armed services.

For further information write to Mr. E. Corey, Capitol Radio Engineering Institute, 3224 Sixteenth St., N.W. Washington 10, D. C.

ABC-TV ADVISORS

Affiliates Man New Group

FORMATION of an ABC Television Advisory Committee with five executives from affiliated ABC-TV stations in key market areas of the country as charter members was announced Thursday by Ernest Lee Jahncke Jr., ABC vice president and assistant to the president.

The charter members are: Kenneth Berkeley, vice president-general manager, WMAL-TV Washington, D. C.; Otto P. Brandt, vice president-general manager, KING-TV Seattle; William Lane, vice president-general manager, WLTV (TV) Atlanta; Franklin Snyder, vice president-station manager, WXEL (TV) Cleveland, and Mort Watters, vice president-general manager, WCPO-TV Cincinnati.

Mr. Jahncke noted a similar committee has been operating successfully "many years in behalf of the ABC radio network," and expressed belief the TV committee would assist similarly in the growth of the ABC television network.

Will Assist Network Groups

"Formation of this committee recognizes the impending growth of the ABC-TV network," Mr. Jahncke said, "and at the same time is designed to bring to our network the practical knowledge and skills of leaders in the television broadcasting industry from widely separated areas of the country."

First meeting of the newly formed Committee will be held at an early date, Mr. Jahncke said.

DuMont-CBC Pact

FCC last week granted Allen B. DuMont Labs. Inc., N. Y., an informal application for a permit to furnish the Canadian Broadcasting Corp., licensee of CBFT (TV) Montreal and CBLT (TV) Toronto, with kinescope recordings, live programming and teletranscriptions of TV programs. CBFT is to make its debut Sept. 6. CBLT will make its bow two days later [B•T, Aug. 25].

FIVE hundred converters to permit TV sets to receive stations on UHF channels have been distributed throughout southern California by John H. Poole, owner-operator of UHF experimental station KM2XAZ Los Angeles. Recipients will supply reports on reception for compilation into study of UHF characteristics to be presented to FCC.

Television Grants and Applications

(Continued from page 60)

Co., Mason City, and vice president and 1/3 owner of W. & L. Investment Co., Mason City. City priority status: Gr. A-2, No. 183.

SIOUX CITY, Iowa—Great Plains Television Properties Inc., UHF Ch. 38 (602-608 mc); ERP 18.4 kw visual, 10.4 kw aural; antenna height above average terrain 532 ft., above ground 345 ft. Estimated construction cost $218,414, first year operating cost $125,000, revenue $125,000. Post Office address c/o United States Corporation Co. of Illinois, 33 North LaSalle St., Chicago 2, Ill., or c/o Great Plains Television Properties Inc., 4 West 58th St., New York 19, N. Y. Studio Location to be determined. Transmitter location 3 mi. NNE of center of Sioux City. Geographic coordinates 42° 32' 14" N. Lat., 96° 23' 06.4" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary **Herbert Scheftel,** president and 25% stockholder of Transcontinental Properties Inc., president and 19% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres; and, treasurer **Alfred G. Burger,** executive vice president, secretary and 25% stockholder of Transcontinental Properties Inc., executive vice president and 16% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres. All stock in applicant is owned by Transcontinental Properties Inc. Applicant also seeks new TV stations in Springfield Ill., Duluth, Minn., Little Rock, Ark., and one other city [see TV APPLICATIONS, B•T, Aug. 25, 18, 4]. City priority status: Gr. A-2, No. 39.

JACKSON, Mich. — Sparton Bcstg. Co., UHF Ch. 48 (674-680 mc); ERP 192 kw visual, 95.8 kw aural; antenna height above average terrain 524 ft., above ground 534 ft. Estimated construction cost $329,068, first year operating cost $284,000, revenue $317,000. Post Office address 2301 East Michigan Ave., Jackson, Mich. Studio and transmitter location 121 South Horton St. Geographic coordinates 42° 15' 06" N. Lat., 84° 22' 33" W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Allen W. Daubendick. Principals include President **John J. Smith,** Vice President **Leland T. Matthews** and Secretary-Treasurer **Harold M. Johnson.** Sole owner of applicant is **The Sparks-Withington Co.** (radio, television and automotive parts), Jackson, Mich. City priority status: Gr. B-1, No. 13.

SAGINAW, Mich.—Lake Huron Bcstg. Corp. (WKNX), UHF Ch. 57 (728-734 mc); ERP 17.5 kw visual, 12.3 kw aural; antenna height above average terrain 464 ft., above ground 485 ft. Estimated construction cost $185,925, first year operating cost $84,000, revenue $125,000. Post Office address Radio Station WKNX, Lake Huron Bcstg. Corp., Saginaw, Mich. Studio location to be determined. Transmitter location adjacent to south city limits of Saginaw at site of WKNX. Geographic coordinates 43° 23' 32" N. Lat., 83° 55' 22" W. Long. Transmitter and antenna GE. Legal counsel Frank U. Fletcher, Washington. Consulting engineer John Creutz, Washington. Principals include President **William J. Edwards** (50% interest now; 33⅓% interest contingent upon grant of TV application), Vice President **Alvin M. Bentley** (no interest now; 33⅓% interest contingent upon grant of TV application), and Secretary-Treasurer **Howard H. Wolfe** (50% interest now; 33⅓% interest contingent upon grant of TV application). Messrs. Edwards and Wolfe have no other business interests besides WKNX; Mr. Bentley is 25% owner of Owosso Mfg. Co. (wood products mfr.), Owosso, Mich., and 25% owner of Philadelphia Screen Mfg. Co. (wood products mfr.), Philadelphia, Pa. City priority status: Gr. A-2, No. 33.

ASBURY PARK, N. J. — Atlantic Video Corp., UHF Ch. 58 (734-740 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 474 ft., above ground 490 ft. Estimated construction cost $367,750, first year operating cost $250,000, revenue $250,000. Post Office address c/o Walter Reade Jr., 710 Mattison Ave., Asbury Park, N. J. Studio location 710 Mattison Ave. Transmitter location intersection of State Routes 35 and 4N. Geographic coordinates 40° 17' 31" N. Lat., 74° 03' 06" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Walter Reade Jr.** (49.7%), New York and New Jersey theatre operator, and Vice President and Secretary **Edwin Gage** (49.2%), New York and New Jersey theatre operator (Messrs. Reade and Gage are connected with each other through various mutual theatre holdings). City priority status: Gr. B-1, No. 135.

TRENTON, N. J.—Trent Bcst. Corp. (WTTM), UHF Ch. 41 (632-638 mc); ERP 19.9 kw visual, 9.95 kw aural; antenna height above average terrain 385 ft., above ground 445 ft. Estimated construction cost $252,657, first year operating cost $225,000, revenue $250,000. Post Office address 541-543 East State St., Trenton 9, N. J. Studio and transmitter location 541-543 East State St. Geographic coordinates 40° 13' 16" N. Lat., 74° 45' 13" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Sole owner of applicant is **S. Carl Mark,** who also owns Capitol Adv. Agency. City priority status: Gr. B-1, No. 111.

ELMIRA, N. Y.—Elmira Television (modification of application), UHF Ch. 24 (530-536 mc); ERP 58 kw visual, 29 kw aural; antenna height above average terrain 848 ft., above ground 431 ft. Estimated construction cost $241,380, first year operating cost $200,000, revenue $275,000. Post Office address c/o Sayles & Evans, 415 E. Water St., Elmira, N. Y. Studio location Mark Twain Hotel. Transmitter location RFD #1, Wellsburg, N. Y., 2.7 mi. south of Elmira city limits. Geographic coordinates 42° 01' 51" N. Lat., 76° 47' 10" W. Long. Transmitter DuMont, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Robert E. L. Kennedy, Washington. [For earlier application, see TV APPLICATIONS, B•T, June 30.] City priority status: Gr. A-2, No. 81.

NIAGARA FALLS, N. Y.—Frontier Television Inc. (WJJL), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 538 ft., above ground 580 ft. Estimated construction cost $402,000, first year operating cost $450,000, revenue $500,000. Post Office address 21 Falls St., Niagara Falls, N. Y. Studio location to be determined. Transmitter location on Long Road, 0.25 mi. east of express highway, on Grand Island. Geographic coordinates 43° 03' 02" N. Lat., 78° 59' 01" W. Long. Transmitter and antenna Federal Telecommunications Labs. Legal counsel Cohn & Marks, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Richard A. Hayman,** 11% owner of Cataract Theatre Corp., 33% owner of Country Theatres Corp. and 33% owner of Bojedic Realty Corp.; Vice President **John J. Laux,** owner of WJJL Niagara Falls, president and 9.56% owner of WPIT-AM-FM Pittsburgh, Pa., 10% owner of WFPG-AM-FM Atlantic City, N. J., secretary-treasurer and 4.28% owner of WBMS-AM-FM Boston, Mass.; Secretary **Raymond A. O'Connor,** Niagara Falls certified public accountant, and officer and director of Cataract Theatre Corp.; **Richard D. Walsh,** assistant treasurer and supervisory manager of Cataract Theatre Corp., and **Norma K. Mullarkey,** secretary in law offices of Falk, Twelvetrees, Johnston & Siemer, Buffalo. **WPIT Inc.,** licensee of WPIT-AM-FM Pittsburgh, Pa., owns 50% of applicant, and **Cataract Theatre Corp.,** Niagara Falls, N. Y., owns remaining 50% of applicant. City priority status: Gr. B-4, No. 3.

OLEAN, N. Y.—WHDL Inc. (WHDL), UHF Ch. 54 (710-716 mc); ERP 20.65 kw visual, 11.75 kw aural; antenna height above average terrain 845 ft., above ground 282 ft. Estimated construction cost $111,650, first year operating cost $92,000, revenue $100,000. Post Office address 3219 West State Road, Olean. Studio and transmitter location on Rock City Road, 4 mi. south of Olean. Geographic coordinates 42° 02' 00" N. Lat., 78° 26' 58" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washing-

(Continued on page 75)

I was curious...

I watched one...

Now I know WHY ALEXANDER'S ARE THE FILM COMMERCIALS THAT MADE COLORADO SPRINGS FAMOUS!

Yes, no matter where you are . . . New York, California, or neither one . . . you'll still find the best source of television film commercials in Colorado Springs . . . Alexander Film Co., that is, world's largest producer of short advertising films. With 17½ acres of modern facilities, Alexander is completely geared to serve every film commercial need. —The quality? . . . Ask any of the 125 major national advertisers who use film commercials by Alexander!

ALEXANDER FILM CO.

COLORADO SPRINGS

New York • Dallas • Hollywood • Detroit • San Francisco • Chicago

film report

FORMATION of **Swift-Chaplin Productions Inc.**, headquartered at 4316 W. Jefferson Blvd., Los Angeles, for the production of TV film commercials, has been announced by **Harry Hinkle**, general manager and former business manager of George Pal Productions. **Charles F. Chaplin** and **Howard Swift**, creative director and animation-art director of Five Star Productions, are president and vice president, respectively.

Firm already is in production on a minimum of six 20 to 60-second commercials for the following accounts: **Dodge Bros. Corp.**, Detroit (automobiles); **J. A. Folger & Co.**, Kansas City (coffee); **Wander Co.**, Chicago (Ovaltine), through **Grant Adv. Inc.**, that city; **B. T. Babbitt Inc.**, New York (Bab-O cleaner), through **Dancer-Fitzgerald-Sample Inc.**, that city; **Helene Curtis Industries Inc.**, Chicago (cosmetics), through **Ruthrauff & Ryan Inc.**, that city; **Miles Labs. Inc.**, Elkhart (Alka-Seltzer), through **Geoffrey Wade Adv.**, Chicago, and **Miles California Co.**, Los Angeles (One-A-Day brand vitamins), through Wade's Hollywood office.

Preceding commercials are a combination of live action, stop motion, photo and cartoon animation.

The staff includes **Miles Pike**, production supervisor; **Dale Tholen**, in charge of design and construction of models, sets and stringless puppets, and **John Abbott**, head photographer. These three, formerly with George Pal Productions in similar capacities, were Academy Award winners as an animation unit in 1943 and 1951.

Betty Burton, assistant to Walter Craig, executive vice president in charge of radio-TV for Benton & Bowles Inc., New York, joins firm in similar capacity. **Gini Swift**, ink and paint, and **Jay** and **Beverly Sarberry**, animation, formerly with Five Star, have joined the new firm.

* * *

CBS-TV Film Sales has sold two programs, *Files of Jeffrey Jones* and the *Gene Autry Show*, for showing over KPIX (TV) and KGO-TV, both San Francisco, respectively. *Jeffrey Jones* was bought by the **Spreckles-Russell Dairy Co.**, San Francisco, for 39 weeks, starting yesterday (Sunday) and *Gene Autry* by the **Bell Brook Dairies**, San Francisco, for 26 weeks, effective Oct. 2.

* * *

Craig Kennedy, Criminologist, half-hour TV film series, has been sold to **Acme Beer** through **Foote, Cone & Belding** to air over KFMB-TV San Diego, for 26 consecutive Friday nights. Series, which will be seen in southern California for the first time, is produced by **Adrian Weiss Productions** and distributed by **Louis Weiss & Co.**, Los Angeles.

Sales . . .

Cascade Pictures of Calif. Inc., Culver City, is filming 15-20 TV live action commercials for **Hall Bros. Inc.**, Kansas City (Hallmark cards), varying from 60-90 seconds. **Joe Cunningham**, director of broadcast operations for **Foote, Cone & Belding Inc.**, Chicago, agency servicing account, is on West Coast to supervise.

* * *

KLAC-TV Hollywood has acquired seven action serial films from **Motion Pictures for Television**, that city, now being telecast as *Televenture*, hour-long juvenile program, Mon.-Fri. One episode from each of two serials comprise show, featuring daily contests and prizes.

Distribution . . .

Teevee Co., Beverly Hills, has purchased *Invitation Playhouse*, TV series of 26 quarter-hour films, from **Williams Productions Inc.**, Hollywood, for $250,000. Series will continue to be distributed by **Syndicated Television Productions**, subsidiary of KLAC Hollywood, for balance of year. Teevee produces *Little Theatre*, five-minute TV film series. Films will be distributed by **Guild Films Inc.**, Hollywood. The contract was negotiated prior to transfer of ownership.

* * *

T. J. Corradine & Assoc., headquartered at 5746 Sunset Blvd., Hollywood, has been formed by **Tom Corradine**, former film director of KTTV (TV) that city, to represent New York TV film distributors on the West Coast. **Lyle Clark**, N. Y. night club packager, has joined the new firm as package producer.

* * *

Hollywood Films International, Los Angeles, division of **Manufacturers Export Organization Inc.**, that city, is acquiring foreign rights to old 16mm motion pictures that have been released to American TV stations. Purpose is to sell them abroad to individuals for home and private use only.

Availabilities . . .

Negotiations have been concluded by **Don Norman**, general manager of KNBH (TV) Hollywood; **Dan Reeves**, president of Los Angeles Rams, and **Jack Douglas Productions**, Hollywood, whereby station will telecast films of the Rams' 1952 games. Starting Sat., Oct. 4, for 13 weeks, each program will feature the game played during preceding week-end. Package will be offered to sponsors in 20-minute segments.

Production . . .

Paul Garrison, headquartered at United Producers Studios, Beverly Hills, has completed the quarter-hour pilot film in *Love Scenes*, TV series he is producing-writing-directing. Story line is based on love scenes from classical literature augmented by original scripts. Each film is budgeted at $3,000.

* * *

United World Films Inc., New York, has started production on *The Lady Wore Bars*, number 10 in the company's *The Fighting World* series. **Michael Thomas** and **Cliff Clark** are starred in the half-hour TV film, which is directed by **George Blair.**

Random Shots . . .

John W. Loveton, owner-producer of CBS Radio *Mr. and Mrs. North* and currently in Hollywood producing the TV film version, and **Bernard L. Schubert**, New York agent-package producer, have acquired TV film and radio rights to the character "Topper" from the **Thorne Smith** estate. The half-hour TV film series goes into production at Ealing Studios, London, in October, with British stage-film star **Alec Guiness** enacting the title role. Hollywood actress and crew will be chosen soon.

* * *

Screen Gems Inc., Hollywood, subsidiary of Columbia Pictures, has signed **Will Rogers Jr.** to star in "Life, Liberty and Orin Dooley" in NBC-TV *Ford Theatre* series. **Robert Stevenson** directs from script by **Mary McCall**, president of **Screen Writers Guild.**

* * *

Pictorial Films Inc., New York, has announced signing of a contract with Thomas Alva Edison Foundation Inc. for a motion picture on the life and times of **Thomas A. Edison.** The script is being written by **Lester Cooper**, documentary writer formerly with the J. Arthur Rank Organization. **Julian Roffman** will direct.

Film People . . .

Henry Ginsberg, NBC television motion picture consultant and former head of Paramount Pictures, will open offices at 188 N. Canon Dr., Beverly Hills tomorrow (Tuesday), with plans to invest in and produce video and motion pictures.

* * *

Bernard I. Miller, former manager of WMOR (FM) Chicago and assistant to the president of Academy Films there, joins **Herbert S. Laufman & Co.**, Chicago TV production firm, as general educational adviser on special features. His first assignment is working on three of the company's packages on NBC.

* * *

Billie Burke, Arnold Stang and **Hope Emerson** have been signed by **Key Productions Inc.**, Hollywood, for permanent roles in NBC-TV *Eddie Mayehoff Show*, which premieres Oct. 5 for **Reynolds Metals Co.** Filming started last week at Eagle-Lion Studios.

* * *

Ben Bronson, with Russ Harte, Los Angeles art studio, has opened own studio, **Ben Bronson & Assoc.**, at 659 S. Rampart Blvd., that city. The firm makes story boards for TV film commercials.

* * *

Peggy Lee, singing star of CBS Radio *Peggy Lee Show*, has been signed by **Murphy-Thomas Productions Inc.**, Hollywood for *Dream Awhile With Peggy Lee*, a quarter-hour TV musical series to be filmed in color. Production starts in October at General Service Studios.

* * *

Don de Fore, motion picture actor, has been signed to a five-year contract as Thorny in ABC-TV *Adventures of Ozzie and Harriet*, being filmed by **Volcano Productions**, Hollywood, for alternate weekly sponsorship by **General Electric** and **Lambert Pharmacal Co.**

Unity Sale

UNITY TELEVISION CORP., N. Y., has signed WENR-TV Chicago to a one-year contract under which the station will receive most of the approximately 1,000 titles in Unity's film library, amounting to more than 1,500 hours of playing time, it has been announced.

Tailor-made
TV FILM SPOTS
Animation and Live Action
• 8 Seconds
• 20 Seconds
• One Minute
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Since 1932
Up-to-date completely equipped New York studios
VIDEO VARIETIES
CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-1162

TV Networks' Commercials Signed

(Continued from page 25)

Advertiser	Program	Gross Time Charges Oct. '51	Network	Stations 1951	Stations 1952†	Hours Per Week 1951	Hours Per Week 1952
American Tobacco Co.	This Is Show Business	$73,140	CBS	53	--	0:30	-----
	Your Lucky Strike Theatre	68,150	NBC	54	61	0:30	0:30
	The Big Story	72,090	NBC	47	48	0:30	0:30
	Your Hit Parade	85,020	NCB	58	62	0:30	0:30
	Your Lucky Clue	-------	CBS	--	54	-----	0:30
	News	-------	CBS	--	18	-----	0:30
American Vitamin Assoc.	Frosty Frolics	23,900	ABC	8	--	1:00	-----
Anheuser Busch Inc.	Ken Murray Show	118,000	CBS	48	--	1:00	-----
Anthracite Institute	Better Home Show	22,245	ABC	11	--	0:30	-----
Armstrong Cork Co.	Armstrong Circle Theatre	90,030	NBC	48	49	0:30	0:30
Atlantic Refining Co.	Pro Football	37,625	DuM	v	v	d1:30	d1:30
Avco Mfg. Corp.	Chance of a Lifetime	75,263	ABC	41	--	0:30	-----
	Jessie DeBoth TV Notebook	6,006	ABC	14	--	d0:15	-----
	The Name's the Same	-------	ABC	--	47	-----	0:15
	Paul Winchell-Jerry Mahoney	-------	NBC	--	53	-----	0:15
B. T. Babbitt	Kate Smith Evening Hour	21,285	NBC	45	--	0:15	-----
	Two Girls Named Smith	20,273	ABC	48	--	d0:30	-----
Bayuk Cigar Co.	Ellery Queen	-------	ABC	--	11	-----	0:30
	Ringside Interviews	-------	DuM	--		-----	0:15
Benrus Watch Co.	Show of Shows	23,970	NBC	46	60	0:10	0:10
Best Foods	Garry Moore	57,015	CBS	48	--	d0:30	-----
Bigelow-Sanford Carpet Co.	Bigelow Theatre	16,920	DuM	5	--	0:30	-----
Hazel Bishop	Freddy Martin	98,175	NBC	41	--	0:30	-----
	This Is Your Life	-------	NBC	--	45	-----	0:30
Block Drug Co.	Crime With Father	24,540	ABC	7	--	0:30	-----
	Danger	53,040	CBS	28	29	0:30	0:30
Bohn Aluminum & Brass Corp.	American Forum of the Air	23,835	NBC	9	--	d0:30	-----
Bonafide Mills	Versatile Varities	21,300	ABC	15	--	0:15	-----
Borden Co.	Treasury Men in Action	50,820	NBC	27	27	0:30	0:30
Borg-Warner Corp.	Kate Smith Evening Hour	61,515	NBC	43	--	0:15	-----
Brewing Corp. of America	Pro Football	14,125	DuM	v	v	d1:30	d1:30
Bristol-Myers Co.	Foodini the Great	14,060	ABC	14	--	d0:15	-----
	Mr. District Attorney	51,019	ABC	51	--	0:15	-----
	Break the Bank	93,600	NBC	53	--	0:30	-----
		-------	CBS	--	52	-----	0:30
Brown Shoe Co.	Say it With Acting	19,290	ABC	17	--	0:15	-----
	Smilin' Ed McConnell	32,940	CBS	36	17	d0:30	d0:30
F. Burkart Mfg. Co.	Patricia Bowman	29,840	CBS	20	--	0:15	-----
Bymart-Tintair	Somerset Maugham TV Theatre	101,950	NBC	51	--	0:30	-----
California Packing Co.	All Star Revue	-------	NBC	--	60	-----	0:20
Campana Corp.	Ruth Lyons	15,680	NBC	19	--	d0:15	-----
Campbell Soup Co.	Aldrich Family	61,500	NBC	34	39	0:30	0:30
	Double or Nothing	-------	CBS	--	--	-----	d1:30
Canada Dry Ginger Ale	Super Circus	54,375	ABC	39	--	d0:30	-----
Cannon Mills Co.	Kate Smith	38,425	NBC	48	--	d0:15	-----
Carnation Co.	Burns and Allen	39,540	CBS	56	59	0:15	0:15
Carter Products Inc.	Songs for Sale	20,560	CBS	12	--	0:15	-----
	Crime Photographer	28,200	CBS	35	--	0:15	-----
	City Hospital	-------	CBS	--	46	-----	0:15
	I've Got a Secret	-------	CBS	--	55	-----	0:15
	Drew Pearson	-------	ABC	--	18	-----	0:15
Cat's Paw Rubber Co.	Quiz Kids	-------	CBS	--	--	-----	d0:15
Celanese Corp. of America	Celanese Theatre	48,600	ABC	14	--	0:30	-----
Chesebrough Mfg. Co.	Kate Smith	32,300	NBC	51	--	d0:15	-----
	Greatest Fights	38,780	NBC	36	28	0:15	0:15
Chrysler Corp.	You Bet Your Life	85,500	NBC	61	63	0:30	0:30
Claude Neon Inc.	Homemakers Exchange	4,200	CBS	16	--	d0:01	-----
Cliquot Club Co.	Frances Langford-Don Ameche	11,580	ABC	32	--	d0:15	-----
Clinton Foods	All-Star Revue	38,875	NBC	50	--	0:20	-----
Clorox Chemical Co.	Jessie DeBoth	6,006	ABC	8	--	d0:15	-----
Cluett, Peabody & Co.	Herb Shriner	55,020	ABC	40	--	0:30	-----
Colgate-Palmolive-Peet Co.	Strike it Rich	132,480	CBS	54	69	d1:30	d1:30
	Strike it Rich	56,535	CBS	21	35	0:30	0:30
	Howdy Doody	75,668	NBC	47	48	d0:30	d0:15
	Comedy Hour	135,300	NBC	57	63	1:00	1:00
	Miss Susan	108,120	NBC	49	--	d1:15	-----
	Big Payoff	-------	NBC	--	56	-----	d1:30
Congoleum-Nairn	Kate Smith Evening Hour	64,920	NBC	48	--	0:15	-----
Continental Baking Corp.	Howdy Doody	-------	NBC	--	48	-----	d0:15
Corn Products Refining Co.	Garry Moore	17,895	CBS	39	--	d0:15	-----
	Ruth Lyons	15,490	NBC	20	--	d0:15	-----
Cory Corp.	Langford-Ameche	57,116	ABC	37	--	d0:30	-----
Crawford Clothes Inc.	They Stand Accused	15,200	DuM	2	--	1:00	-----
Curtis Publishing Co.	Keep Posted	31,616	DuM	11	37	0:30	0:30
Democratic National Committee	Campaign Talks	-------	CBS	--	--	-----	0:15
Doeskin Products	Kate Smith	$-----	NBC	--	55	-----	d0:15
Drugstore TV Productions	Cavalcade of Stars	71,400	DuM	22	25	1:00	1:00
	Cosmopolitan Theatre	91,440	DuM	22	--	1:00	-----
Allen B. DuMont Labs.	What's the Story	-------	DuM	--	16	-----	0:30
E. I. duPont de Nemours & Co.	Langford-Ameche	6,650	ABC	33	--	d0:15	-----
	Garry Moore	10,830	CBS	35	--	d0:15	-----
	Cavalcade of America	-------	NBC	--	45	-----	0:15
Ekco Products Co.	Frank Sinatra	36,160	CBS	28	--	0:15	-----
Electric Auto-Lite Co.	Suspense	70,050	CBS	31	32	0:30	0:30
Eversharp Inc.	Show of Shows	52,260	NBC	59	--	0:15	-----
Falstaff Brewing Corp.	National League Playoff	1,513	CBS	4	--	d2:00*	-----
Firestone Tire & Rubber Co.	Voice of Firestone	80,700	NBC	41	48	0:30	0:30
Frank H. Fleer Corp.	Pud's Prize Party	-------	ABC	--	9	-----	d0:15
Florida Citrus Commission	Happy's Party	-------	DuM	--	4	-----	d0:30
Ford Motor Co.	Ford Festival	123,200	NBC	48	52	1:00	0:30
	Toast of the Town	103,900	CBS	36	45	1:00	1:00
French Sardine Co.	Arthur Godfrey Time	-------	CBS	--	27	-----	d0:30
General Cigar Co.	Sports Spot	30,730	CBS	18	26	0:15	0:15
	Herman Hickman	-------	NBC	--	--	-----	0:15
General Conference of Seventh Day Adventists	Faith for Today	14,565	ABC	9	12	d0:30	d0:30
General Electric Co.	Fred Waring	120,250	CBS	50	52	1:00	1:00
	Bill Goodwin	88,373	NBC	59	--	1:00	-----
	Garry Moore	103,880	CBS	50	51	d0:45	d0:30
	Joan Davis	-------	NBC	--	55	-----	0:30
General Foods Corp.	Bert Parks	108,840	NBC	50	--	d1:30	-----
	Hopalong Cassidy	98,000	NBC	36	--	1:00	-----
	Young Mr. Bobbin	58,560	NBC	31	--	0:30	-----
	Mama	62,610	CBS	37	38	0:30	0:30
	Captain Video	236,900	DuM	24	23	2:30	2:30
	It's News to Me	58,560	CBS	24	--	0:30	-----
	Life With Luigi	-------	CBS	--	33	-----	0:30
	Our Miss Brooks	-------	CBS	--	27	-----	0:30
	Roy Rogers	-------	NBC	--	41	-----	0:30
General Mills Inc.	Lone Ranger	29,451	ABC	36	55	0:30	0:15
	Ted Mack Family Hour	24,600	ABC	24	--	0:15	-----
	Stu Erwin Show	75,157	ABC	53	57	0:30	0:30

(Continued on page 77)

Washington Watches News

LOCAL NEWS SHOWS
now available
during "Today"
WNBW is making three five-minute segments (7:25, 8:25 and 8:55 a.m.) during the NBC "Today" series available for local news programs. Frank Blair will air the news in these high-rated time periods.
COST—$100 net commissionable per five-minute program

Watch Washington

Here's news for you . . . 1951 total retail sales for the Washington Metropolitan area was estimated at $1,745,500,000 . . . and the population estimate is 1,512,100. TV sets in operation have climbed to 382,932, your sales can climb too, when you're advertising on WNBW.

WNBW 4 WASHINGTON

Represented by NBC Spot Sales

Additional Station Grants

(Continued from page 57)

23 is Edward Lamb's Midwest TV Co. Mr. Lamb is owner of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio.

There is no request for UHF Channel 59 at Kanapolis, N. C. (No. 28), but two groups seek UHF Channel 15 at Lebanon, Pa. (No. 30). They are Lebanon Television Corp. and Steitz Newspapers Inc.

For the next 10 cities, until East Lansing, Mich. (No. 41), in the B-1 list, there are no applications pending for the channels in those areas. At East Lansing, the Michigan State College has filed for UHF Channel 60, a commercial facility. The school operates AM station WKAR there, a noncommercial outlet.

After East Lansing in the B-1 list, there are no bids pending until Bethlehem, Pa. (No. 80), where WEST Easton, Pa., seeks Channel 51.

In all, after Ashland, Ky., there are some 17 applications in Group B-1 which have not yet been acted upon by the Commission. Group B-2 contains applications from cities already having one TV station in operation.

Meanwhile, in other actions last week, the Commission granted KFEL-TV Denver a modification of its special temporary authorization to permit it to operate with maximum transmitter power of 2 kw visual and 1 kw aural maximum power output using a 77-ft. antenna. This is another stage of KFEL-TV's progressively expanding interim operation following its advent as the first post-thaw grantee to commence commercial telecasting [B•T, July 21, 14].

The Commission also issued an order finalizing its earlier proposed rule change to add UHF Channel 14 to Palm Springs, Calif., as requested by Dr. Forbes Farms Inc., prospective applicant there [B•T, June 30, 9]. The amendment to the allocation table becomes effective 30 days after publication in the *Federal Register*.

Similar UHF channel changes specified earlier for the Baltimore-Harrisburg-Reading area and the Youngstown-Warren area became effective last Monday, Aug. 25, following publication in the *Federal Register*. The changes, ordered upon the request of applicants to correct channel spacing errors [B•T, July 28], are as follows:

City	Channel Number Delete	Add
Baltimore, Md.	30	60
Harrisburg, Pa.	33	55
Reading, Pa.	55	33
Youngstown, Ohio	33	21
Warren, Ohio	21	67

Accordingly, the table of assignments is amended to read as follows:

	Channel Number
Maryland	
Baltimore	2+, 11—, 13+, 18, *24+, 60—
Ohio	
Warren	67+
Youngstown	21—, 27, 73—
Pennsylvania	
Harrisburg	27—, 55+, 71+
Reading	33+, 61—

Before FCC first ordered the substitution of Channel 33 for 55 at Reading, both pending applicants petitioned the Commission to make that change in view of the channel separation problem and to make immediate grant of their bids.

Eastern Radio Corp. (WHUM) originally filed for Channel 55 while Hawley Broadcasting Corp. (WEEU) sought Channel 61, but when Channel 55 was found to be in error, Eastern amended to Channel 61. Both were set for hearing July 11 when initial post-thaw actions were taken [B•T, July 14].

Last week, to clear the way for granting of the two bids now that the channel change is final, Hawley petitioned to amend its request to specify Channel 33 in lieu of 61 while Eastern petitioned to correct the geographic coordinates of its proposed transmitter site. Eastern continues to seek Channel 61.

Reading is No. 4 on the Group B-1 list.

Meanwhile, FCC granted the petition of Northeastern Indiana Broadcasting Co. (WKJG), applicant for UHF Channel 33 at Fort Wayne, Ind., to amend its bid to make changes in power, transmitter site and antenna height.

Effective radiated power is changed from 203 kw to 270 kw and antenna height above average terrain from 503 to 775 ft. Estimated cost of the construction is changed from $292,000 to $360,000 and first year operating cost from $244,325 to $264,200.

WKJG's bid has been designated for comparative hearing with the Channel 33 applications of WGL Fort Wayne and Fort Wayne Television Corp.

Brush-Moore Newspapers Inc. (WHBC), UHF Channel 29 applicant at Canton, Ohio, has pending before the Commission a similar petition to amend its bid, which has been set for comparative hearing with the Channel 29 request of Stark Broadcasting Co. (WCMW).

WHBC wishes to change effective radiated power specified in the application from 107 kw visual to 224 kw visual and show a new transmitter location and increased antenna height. Cost of construction also would be changed from $245,000 to $329,500, with first year operating cost revised to $162,000 and revenue to $120,000.

WFMJ-TV Youngstown, Ohio, grantee for UHF Channel 73 which seeks FCC permission to switch to newly assigned Channel 21 there (substitution for Channel 33, see above), has replied to Polan Industries' opposition to the proposal [B•T, Aug. 25] with the charge that Polan Industries is an outsider and has no "equity" in the facility. WFMJ-TV said it can commence operation sooner on the lower channel because of technical advantages.

Polan Industries, Channel 21 applicant, claimed it has prior right since it suggested the facility when the Channel 33 allocation was found to be in error. The firm also contended the WFMJ-TV proposal would unlawfully tie up two channels at once.

In its reply, WFMJ-TV through its owner, Vindicator Printing Co., pointed out it has rendered local service to Youngstown for many years and has had extensive experience in the operation of WFMJ-AM-FM there. On the other hand, WFMJ-TV contended Polan Industries is a non-resident, multiple television applicant which has no other identity with Youngstown than its TV bid.

Somerset Channel

BLUEGRASS Broadcasting Co., Channel 33 applicant at Lexington, Ky., which submitted alternative plan to correct allocation deficiencies in that area and opposed FCC's proposed plan of correction [B•T, Aug. 25], last week advised the Commission of a typographical error in the Bluegrass plan. Bluegrass said its substitution of Channel 27 for 22 at Somerset, Ky., should correctly read substitution of Channel 67 for 22.

KTBC-TV STATUS

RCA Promises Interim Unit

KTBC-TV Austin, Tex., new TV station grantee, has completed an agreement with RCA for an interim TV transmitting unit to enable it to start television operation sooner than originally expected—sometime this year.

The station, licensed to Texas Broadcasting Corp. (KTBC), has been authorized VHF Channel 7 with effective radiated power of 110 kw visual and 55 kw aural. FCC issued the grant early in July and KTBC executives later promised interim operation providing it could obtain a 100 kw signal [B•T July 21, 14].

The KTBC-TV and RCA contract calls for a 10 kw transmitter, on which the manufacturer was unable to guarantee delivery until early 1953. RCA suggested an interim unit, with delivery date Sept. 15. Even with interim equipment, KTBC-TV claims it will enjoy power equal to that of any TV station in Texas. A 12-section antenna supported by a 500-ft. tower, plus a strategic mountain-top location, will give the equivalent of 100 kw ERP.

J. C. Kellam, vice president and general manager of KTBC, said exact date of the TV debut "depends upon the delivery of this equipment and the speed with which we can work in the weeks ahead." He said the station had welcomed RCA's interim unit suggestion "which will enable us to start operations much earlier than the first quarter of 1953, when the permanent equipment will be delivered."

CANADIAN Post Office Dept., Ottawa, will start 20-second film spot announcements with animation on CBLT (TV) Toronto and CBFT (TV) Montreal early in Sept. Agency is Walsh Adv. Ltd., Toronto.

WTTV BLOOMINGTON

Serving a 2 BILLION $ MARKET

34% of the PEOPLE
34% of the FAMILIES
accounting for
35% of the SALES
in ALL INDIANA

WTTV—affiliated with all nets—maintains its own micro wave relay system between Cincinnati and Bloomington to bring LIVE network shows to viewers. WTTV is owned and operated by Sarkes Tarzian and

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TV Grants and Applications

(Continued from page 71)

ton. Consulting engineer Bernard C. O'Brien, Rochester, N. Y. Principals include President **E. B. Fitzpatrick**, Vice President **H. W. Cruickshank**, Executive Vice President **John R. Henzel** and Secretary-Treasurer **R. L. Davis. Olean Times Herald Corp.** is sole owner of applicant. City priority status: Gr. A-2, No. 222.

† HENDERSONVILLE, N. C.—Radio Hendersonville Inc. (WHKP), UHF Ch. 27 (578-584 mc); ERP 20 kw visual, 10 kw aural; antenna height above average terrain 983 ft., above ground 346 ft. Estimated construction cost $174,800, first year operating cost $96,000, revenue not estimated. Post Office address c/o WHKP Hendersonville, N. C. Studio location to be determined. Transmitter location top of Jump Off Joe Mountain, 3 mi. west of Hendersonville. Geographic coordinates 35° 18' 43" N. Lat., 82° 31' 07" W. Long. Transmitter and antenna RCA. Legal counsel John Creutz, Washington. Principals include President **Beverly M. Middleton** (25%), Vice President **Clarence E. Morgan** (50.25%), Vice President **Kermit Edney** (5%), Secretary **Evelyn Howe Middleton** (9.5%) and Treasurer **D. A. Gilmore** (3%). City priority status: Gr. A-2, No. 791.

YOUNGSTOWN, Ohio — Polan Industries (modification of application), UHF Ch. 21 (512-518 mc); ERP 169 kw visual, 84.5 kw aural; antenna height above average terrain 534 ft., above ground 550 ft. Estimated construction cost $326,000, first year operating cost $200,000, revenue $225,000. Post Office address 321 8th St. (P. O. Box 1720), Huntington, W. Va. Studio location to be determined. Transmitter location on Gibson St. between Dewey and Wilbur Avenues. Geographic coordinates 41° 04' 32" N. Lat., 80° 38' 40" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. [For earlier application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 5.

PORTLAND, Ore. — North Pacific Television Inc. (modification of application), VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,304 ft., above ground 574 ft. Estimated construction cost $853,775, first year operating cost $702,697, revenue $564,000. Post Office address 604 Mead Bldg., Portland, Ore. Studio location to be determined. Transmitter location on Mt. Scott, NW corner of Ridgeway Drive and East View Drive, 1.9 mi. SE of Portland city limits, 7.5 mi. SE of center of Portland. Geographic coordinates 45° 27' 16" N. Lat., 122° 33' 00" W. Long. Transmitter and antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. [For earlier application, see TV APPLICATIONS, B•T, Aug. 18.] City priority status: Gr. A-2, No. 2.

BETHLEHEM, Pa.—Associated Bcstrs. Inc. (WEST Easton), UHF Ch. 51 (692-698 mc); ERP 2.24 kw visual, 2.24 kw aural; antenna height above average terrain 600 ft., above ground 235 ft. Estimated construction cost $204,650 (but $155,150 has already been paid on equipment delivered), first year operating cost $280,000, revenue $250,000. Post Office address Associated Bcstrs. Inc., 516 Northampton St., Easton, Pa. Studio location to be determined. Transmitter location at end of Savercool Ave. on Fountain Hill, 2.5 mi. SW of Bethlehem on the same site as KG2XAZ (experimental UHF TV station). Geographic coordinates 40° 35' 55" N. Lat., 75° 25' 12" W. Long. Transmitter composite, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer James C. McNary, Washington. Principals include Chairman of the Board **John F. Steinman** (50%), President **E. C. Anderson,** 1st Vice President **Clair R. McCollough** and 2nd Vice President **J. Hale Steinman** (50%). Principals are officers and/or stockholders of WDEL-AM-FM-TV Wilmington, Del., WGAL-AM-TV Lancaster, Pa., WORK York, Pa., WKBO Harrisburg, Pa., and WRAW Reading, Pa. City priority status: Gr. B-1, No. 80.

CHATTANOOGA, Tenn. — Southern Television Inc. (modification of application), VHF Ch. 12 (204-210 mc); ERP 120 kw visual, 60 kw aural; antenna height above average terrain 1,000 ft., above ground 374 ft. Estimated construction cost $500,093, first year operating cost $350,000, revenue $375,000. Post Office address 509 Cherry St., Chattanooga, Tenn. Studio location 1103 Hixon Pike. Transmitter location on East Brow Road; north half of Lot 4, Block 13, Sylvan City, Signal Mountain, 5.2 mi. north of Chattanooga city limits. Geographic coordinates 35° 09' 47" N. Lat., 85° 17' 59" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Kear & Kennedy, Washington. [For earlier application, see TV APPLICATIONS, B•T, June 30.] City priority status: Gr. A-2, No. 14.

KNOXVILLE, Tenn. — Television Services of Knoxville, UHF Ch. 26 (542-548 mc); ERP 21.09 kw visual, 10.54 kw aural; antenna height above average terrain 487 ft., above ground 147 ft. Estimated construction cost $125,125, first year operating cost $180,000, revenue $180,000. Post Office address Television Services of Knoxville, c/o Krieger & Jorgensen, Wyatt Bldg., Washington, D. C. Studio location to be determined. Transmitter location on Sharp Ridge, 3 mi. NNW of Knoxville city limits. Geographic coordinates 36° 00' 14" N. Lat., 83° 56' 33" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George C. Davis, Washington. Principals include equal (50%) partners **J. Horton Doughton,** 25% owner of WAYS-AM-FM Charlotte, N. C., 25% owner of WCOG Greensboro, N. C., and was owner of 25% of WKIX (now WMSC) Columbia, S. C., until May 1950, and has interest in department stores in North and South Carolina; and, **Harold H. Thoms,** president and 99% owner of WISE Asheville, N. C., president and (with his wife) 71% owner of WEAM Arlington, Va., 25% owner of WAYS-AM-FM and WCOG, 13.5% owner of WSSB Durham, N. C., was owner of 25% of WKIX until May 1950, and was owner of WHHT Durham, N. C., until 1949 when this license was surrendered to FCC. WEAM and WCOG are both applicants for television stations in their respective cities. City priority status: Gr. A-2, No. 21.

BROWNSVILLE, Tex.—Valley Television Inc., VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 546 ft. above ground 583 ft. Estimated construction cost $296,000, first year operating cost $240,000, revenue $360,000. Post Office address P. O. Box 472, Brownsville, Tex. Studio location 1934 Central Blvd. Transmitter location on U. S. 281, 0.3 mi. NE of Los Indios. Geographic coordinates 26° 03' 10" N. Lat., 97° 44' 27" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Geo. A. Gautney, Washington. Principals include President **Vance C. Wilson** (12.5%), 50% owner of La Siesta Motor Courts, and commercial manager and 34% stockholder of KBOR Brownsville, Tex.; Vice President **Willis A. Wilson** (12.5%), 50% owner of La Siesta Motor Courts, and vice president, chief engineer and 24% owner of KBOR; Secretary - Treasurer **Minor Joel Wilson** (12.5%), president, manager and 20% owner of KBOR; **Jean G. Wiederman** (12.5%), representative for Union Life Insurance Co. in Brownsville, Tex., area; **Mrs. Dorothy Dorfman** (7.5%), housewife and partner in Dorfman's Jewelry Store, Brownsville, and **Clyde Tandy Jr.** (5%), employe of Port Fertilizer & Chemical Co., Los Fresnos, Tex. City priority status: Gr. A-2, No. 36.

† LYNCHBURG, Va. — Old Dominion Bcstg. Corp. (WWOD), UHF Ch. 16 (482-488 mc); ERP 101 kw visual, 57.1 kw aural; antenna height above average terrain 500 ft., above ground 553 ft. Estimated construction cost $166,835, first year operating cost $60,000, revenue $60,000. Post Office address P. O. Box 918, Lynchburg, Va. Studio and transmitter location on Route 501, 0.3 mi. NW of Lynchburg city limits. Geographic coordinates 79° 12' 44" N. Lat., 37° 26' 27" W. Long. Transmitter DuMont, antenna RCA. Legal counsel, Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Geo. E. Gautney, Washington. Principals include President **D. H. Dillard** (42.2%), Vice President **P. G. Dillard** (17.8%), **E. S. Dillard** (17.8%) and **W. H. Burruss** (5.6%). City priority status: Gr. A-2, No. 85.

ROANOKE, Va. — Polan Industries (modification of application), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 2,000 ft., above ground 603 ft. Estimated construction cost $411,000, first year operating cost $250,000, revenue $275,000. Post Office address 321 8th St. (P. O. Box 1720), Huntington, W. Va. Studio location to be determined. Transmitter location on Weaver Knob, 6 mi. east of Roanoke. Geographic coordinates 37° 18' 15" N. Lat., 79° 49' 26" W. Long. Transmitter and antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. [For earlier application, see TV APPLICATIONS, B•T, July 14.] City priority status: Gr. A-2, No. 34.

MADISON, Wis. — Earl W. Fessler (WMFM [FM]), UHF Ch. 33 (584-590 mc); ERP 17.5 kw visual, 10.4 kw aural; antenna height above average terrain 530 ft., above ground 544 ft. Estimated construction cost $123,553, first year operating cost $75,000, revenue $85,000. Post Office address 2047 Winnebago St., Madison. Transmitter location Nakoma St. and West Beltline. Geographic coordinates 43° 02' 14" N. Lat., 89° 27' 22" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Edwin C. Conrad, Madison. Consulting engineer John Creutz, Washington. Sole owner of applicant is **Earl W. Fessler,** who also owns Radio Service Shop, Madison. City priority status: Gr. A-2, No. 30.

UHF PANEL

Set for NEDA Sept. Meet

DISCUSSION of ultra high frequencies is scheduled for an entire day at the four-day convention and manufacturers' conference of the National Electronic Distributors Assn. in Atlantic City Sept. 22 to 25.

Tuesday has been set aside for UHF, with President George Wedemeyer introducing the guests. The forum will be led by H. F. Bersche, manager of renewal sales for RCA's tube department, who will foresee "New Electronic Frontiers" after the RCA film on UHF, "Success Hill," is shown.

UHF panel leaders will include Harry A. Ehle, International Resistance Co., Philadelphia, moderator; R. D. Maddox, Belden Mfg. Co., Chicago; L. C. Ebel, Anaconda Wire and Cable Co., New York; Harold Harris, Channel Master Corp., Ellenville, N. Y.; Kenneth Weitzel, General Electric, Syracuse; Robert Furst, David Bogen Co., New York, and Wilfred B. Whalley, Sylvania Electric Products, New York.

More than 2,000 persons are expected to register for this third annual conference-convention, according to L. B. Calamaras, executive vice president, who reported that 70 electronics firms have reserved space. Election of officers and association business is scheduled for the Monday opening Sept. 22. The general membership session will take place that evening.

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DON LEE PACTS

National Sponsors Signed

SIX national sponsors head the recent contracts signed with Don Lee Network, as announced by Norman Boggs, network vice president in charge of sales.

Standard Oil Co. of Calif., San Francisco, renews *Let George Do It* on 59 Don Lee, Arizona and Intermountain network stations, Mon., 8-8:30 p.m. (PST, MST), for 52 weeks from today (Sept. 1). The firm has sponsored the program seven years. Agency is BBDO, San Francisco.

Alternating sponsorship has been renewed by Folger Coffee Co., San Francisco, of *Frank Hemingway and the News* on 88 Don Lee, Arizona and Intermountain Network stations, Mon. through Sat., 7-7:15 a.m., 4:15-4:30 p.m. (PST, MST), for 52 weeks from Aug. 4. Los Angeles Soap Co. (White King), alternating sponsor, started the program June 25 for 52 weeks. Agency on both accounts is Raymond R. Morgan Co., Hollywood.

Procter & Gamble Co., Cincinnati (Cheer), starts *Cecil Brown and the News* on 24 Don Lee stations in Washington, Oregon and Idaho, Tues. and Thurs., 8-8:15 a.m. (PST), for 13 weeks from Sept. 2. Agency is Young & Rubicam Inc., New York.

Grove Labs. Inc., St. Louis, International Silver Co., Meriden, Conn., and Manhattan Soap Co., New York (Sweetheart), are the new participating sponsors of *The Jack Kirkwood Show* on 45 Don Lee stations, Mon. through Fri., 1-1:30 p.m. (PST). Grove, through Gardner Adv. Co., St. Louis, starts Oct. 6 for 115 times. International, through Young & Rubicam Inc., N. Y., starts Sept. 8 for 20 times. Manhattan, through Scheideler, Beck & Werner Inc., N. Y., started Aug. 25 for 40 times. Other participating sponsors are Hills Bros., San Francisco (coffee), through N. W. Ayer & Son Inc., N. Y.; Hubinger Co., Keokuk, Iowa (Quick Elastic starch), through Compton Adv. Inc., N. Y.; and General Foods Corp., N. Y. (Jell-O), through Young & Rubicam Inc., that city.

air-casters

GEORGE P. DROELLE promoted to program director, WCLI Corning, N. Y., succeeding **C. RONALD GRAHAM** who resigns.

MARY LOUISE MOORE, assistant program director, WKLO Louisville, Ky., promoted to program director.

TED SAFFORD, WTTM Trenton, N. J. announcer, appointed program director there.

Mr. Safford

JOHN DOUGLAS, WEEI Boston summer announcer, to WMBR Jacksonville, Fla., with permanent announcing duties.

RAY STANFIELD, WFBC Greenville, S. C., to WIS Columbia, S. C. as sports director.

LISA BATTLE to latter station on copy and production staff.

McDOWELL K. STARKEY, continuity editor, KTUR Turlock, Calif., to KONG Visalia, Calif., as program director.

MILTON B. KAYE and **MILTON S. ROBERTSON,** WNEW New York programming department, appointed production manager and copy chief, respectively.

CHARLES WRIGHT, program director, WELI New Haven, Conn., and **RICHARD MILLER,** program director, WAVZ same city, will serve on radio-TV public information committee for 1952 United Fund drive there.

GEORGE D. McGRATH Jr. to WRVA Richmond, Va., for *All Night Record Roundup.* **SAM WORKMAN** rejoins cast of station's *Old Dominion Barn Dance.*

VALDEMAR VETLUGIN, writer-editor and former special story assistant at Metro-Goldwyn-Mayer, named script consultant on CBS-TV's *Studio One.*

JACK CARSON, NBC-TV comedy star, assigned co-starring role in M-G-M feature film, "Dangerous When Wet," postponing network's plans for TV comedy series.

GERALDINE WALL, New York TV actress, assigned role in Warner Bros. feature film, "By the Light of the Silvery Moon."

ANNE MEULENBROEK, continuity editor, CJAV Port Alberni, to CKNW New Westminster, B. C., as writer. **WARREN BARKER,** continuity editor and anouncer, CKDA Victoria, to staff of CKNW.

RAY BEINDORF, guest relations staff, CBS-TV Hollywood, shifts to KNXT (TV) that city as availability clerk.

FRED W. O'BRIEN Jr, appointed merchandising and publicity manager for WWJ Detroit.

Mr. O'Brien

HOWARD BLAKE, graduate of Calif. Institute of Radio & TV, Hollywood, to KAFY Bakersfield, Calif., as announcer. Other graduates and stations where they are now located are: **JACK GOFORTH,** KAFP Petaluma, Calif., and **GENE BELL** and **ERNIE STEVENS,** KYOS Merced, Calif.

MORTON LEVINE, public relations director, Los Angeles County Museum, to KFAC that city as director of publicity-promotion in addition to m.c. on *Los Angeles Review,* weekly quarter-hour program.

DOROTHY L. TITCHENER, WENE Endicott, N. Y. woman's commentator, named chairman of radio-TV committees of National Federation of Business & Professional Women's Clubs Inc.

TOM HARVEY, announcer at CHML Hamilton, to same position at CKEY Toronto.

JOHN EMMEL appointed music director, KEX portland, Ore.

Mr. Emmel

MARJORIE BENEDICT, literary rights editor, ABC Western Div., shifts to KECA Los Angeles as continuity acceptance editor, succeeded by **TANIA THORTON,** member of network's literary rights department. **REGGIE SHIGO,** department member promoted to assistant to **DOROTHY BROWN,** network's continuity acceptance editor. **MARY PUTNAM,** New York free lance copywriter, to network's literary rights department.

DARLA HOOD, singer on CBS-TV *Ken Murray Show* to KTLA (TV) Hollywood *Spade Cooley Show* as featured singer.

DOUGLAS CRAMER, separated from U. S. Armed Forces, rejoins KGIL San Fernando, Calif., as record librarian-disc m. c.

GLENN HARDY, newscaster on Don Lee *Alka-Seltzer Newspaper of the Air,* assigned role in 20th Century-Fox feature film, "Taxi."

BERT LEE Jr., former WMGM New York sportscaster, awarded American Spirit Honor Medal as outstanding "boot" trainee at Marine Corps Recruit Depot at Parris Island, S. C.

KATHI NORRIS, TV star, and husband, **WILBUR STARK,** radio-TV producer, parents of boy, Aug. 19.

DICK THORNE, announcer at WGN Chicago, father of boy, Richard Norman, Aug. 17.

SONDRA GAIR, actress at WGN Chicago, mother of girl Patricia Jay, Aug. 14.

DON DAUER, WSYR Syracuse announcer, father of boy, Bruce Richard.

HENRY TRAVIS, announcer, Don Lee Broadcasting System, Hollywood, father of boy, Michael Allen, Aug. 15.

WALLY IMES, performer on KLAC-TV Hollywood *Hollywood on Television,* father of girl, Suzanne, Aug. 23.

News • • •

RICHARD TOBIAS appointed news director, WCLI Corning, N. Y.

BILL DOWNS, CBS Washington news staff, assigned to full-time coverage of Gen. Dwight D. Eisenhower; **EDWARD P. MORGAN,** CBS New York news staff, to Gov. Adlai Stevenson.

JIM LAWLER to WOKY Milwaukee as newscaster and disc jockey.

HARRY BIRRELL to WSTV Stubenville, Ohio, as newscaster.

DAVID SCHOENBRUN, CBS Radio Paris correspondent, made a Chevalier in Legion of Honor by French government for services in "promoting goodwill between the U. S. and France."

PRISON RIOT

KFAB Records On Tape

HUGH McCOY, news and special events man, KFAB Omaha, was on the scene with a tape recorder when a riot erupted in the Douglas County Jail Aug. 22. A complete report of the incident was presented on Mr. McCoy's regular 9:30 p.m. newscast.

Because of the spot news value and significance of the report, Lyell Bremser, KFAB program director, cleared the schedule to allow Mr. McCoy's report to run over the allotted time.

The taped report included interviews with the rioting prisoners through cell bars, with guards who put down the uprising, and statements from key officials.

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MORE NATIONAL ACCOUNTS USE WDUZ THAN ANY OTHER 250 WATT STATION IN WISCONSIN. (LIST ON REQUEST.)

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.

TV Networks' Commercials Signed

(Continued from page 73)

Advertiser	Program	Gross Time Charges Oct. '51	Network	Stations 1951	Stations 1952†	Hours Per Week 1951	Hours Per Week 1952
	Live Like a Millionaire	$23,580	CBS	25	--	0:15	-----
	Bride and Groom	-------	CBS	--	43	-----	d1:15
General Motors Corp.	CBS News	153,410	CBS	19	18	1:15	0:45
	Arthur Godfrey Time	-------	CBS	--	27	-----	d0:45
	Dinah Shore	-------	NBC	--	43	-----	0:30
	NCAA Football	-------	NBC	--	65	-----	d3:00
General Tire & Rubber Co.	Dizzy Dean	34,660	NBC	39	--	d1:00*	-----
	Ted Husing	32,540	NBC	52	--	d0:15	-----
Gerber Products Co.	Kate Smith	43,725	NBC	60	55	d0:15	d0:15
Gillette Co.	Crime Photographer	37,890	CBS	41	--	0:15	-----
	World's Series	285,425	NBC	52	65	8:00*	*
	Cavalcade of Sports	76,860	NBC	52	54	0:30	0:30
	Godfrey and His Friends	53,475	CBS	48	65	0:15	0:15
	I've Got a Secret	-------	CBS	--	55	-----	0:15
	Kate Smith	-------	NBC	--	55	-----	d0:15
Glidden Co.	Kate Smith Show	62,770	NBC	60	55	d0:30	d0:15
B. F. Goodrich Co.	Celebrity Time	63,000	CBS	40	--	0:30	-----
	Burns and Allen	-------	CBS	--	59	-----	0:15
Goodyear Tire & Rubber Co.	Paul Whiteman Revue	63,970	ABC	37	--	0:30	-----
	TV Playhouse	83,550	NBC	56	58	0:30	0:30
Billy Graham Evangelistic Assn.	Hour of Decision	24,390	ABC	8	14	0:30	0:30
Green Giant Co.	Life With Linkletter	22,890	ABC	17	--	0:15	-----
	House Party	-------	CBS	--	--	-----	d0:15
Griffin Mfg. Co.	Show of Shows	-------	NBC	--	60	-----	0:10
Grove Labs.	Live Like a Millionaire	24,120	CBS	21	--	0:15	-----
Gruen Watch Co.	Gruen Theatre	44,910	ABC	25	--	0:30	-----
	Walter Winchell	-------	ABC	--	26	-----	0:15
Gulf Oil Corp.	We, The People	57,240	NBC	38	36	0:30	0:30
Hall Brothers Inc.	Sarah Churchill	29,160	CBS	13	--	d0:15	-----
	Hall of Fame	-------	NBC	--	43	-----	d0:30
Chris Hansen's Labs.	Garry Moore	33,210	CBS	24	--	d0:30	-----
G. F. Heublein & Bros.	Ruth Lyons	12,265	NBC	21	--	d0:07½	-----
Hollywood Brands	Junior Circus	19,388	ABC	25	--	d0:15	-----
Hotpoint Inc.	Ozzie and Harriet	-------	ABC	--	64	-----	0:15
Hudson Pulp & Paper Co.	Bride and Groom	17,320	CBS	30	--	d0:15	-----
Hunt Foods	Kate Smith	53,640	NBC	59	--	d0:30	-----
International Latex Corp.	Fashion Magic	50,190	CBS	33	--	d1:00	-----
International Shoe Co.	Kids and Co.	13,108	DuM	11	24	d0:30	d0:30
	Fcodini the Great	11,735	ABC	13	--	d0:15	-----
	Howdy Doody	30,220	NBC	42	--	d0:15	d0:07½
	Super Circus	36,587	ABC	47	--	d0:15	-----
Ironrite Inc.	Hollywood Screen Test	46,013	ABC	15	14	0:30	0:30
Jene Sales Corp.	Paul Dixon	19,410	ABC	8	--	0:30	-----
Andrew Jergens Co.	Kate Smith	60,750	NBC	52	--	d0:30	-----
Johnson & Johnson	Kate Smith	-------	NBC	--	55	-----	d0:15
S. C. Johnson & Son	Garry Moore	35,010	CBS	46	--	0:15	-----
	Montgomery Theatre	-------	NBC	--	61	-----	0:30
Walter H. Johnson Candy Co.	Flying Tigers	25,408	DuM	30	--	d0:30	-----
Kaiser-Frazer Corp.	Ellery Queen	22,800	DuM	9	--	0:30	-----
Kellogg Co.	All Star Revue	76,750	NBC	50	60	0:20	0:20
	Howdy Doody	78,863	NBC	45	48	d0:30	d0:30
	Tom Corbett, Space Cadet	123,520	ABC	32	--	0:45	-----
	House Party	-------	CBS	--	--	-----	d0:30
	Super Circus	-------	ABC	--	64	-----	d0:30
Kenwill Corp.	Homemakers Exchange	4,200	CBS	19	--	d0:01	-----
Knomark Mfg. Co.	Kate Smith	33,180	NBC	59	55	d0:15	d0:07½
Jacques Kreisler Mfg. Corp.	Tales of Tomorrow	18,645	ABC	14	18	0:15	0:15
Kroger Co.	Alan Young	25,140	CBS	17	--	0:30	-----
Lambert Co.	Sammy Kaye	53,580	CBS	30	--	0:30	-----
	Ozzie and Harriet	-------	ABC	--	64	-----	0:15
Larus & Brother Co.	Plainclothesman	$35,640	DuM	14	24	0:30	0:30
Thomas Lemming & Co.	Jackie Gleeson	-------	CBS	--	--	-----	0:30
Francis H. Leggett & Co.	Rumpus Room	25,830	DuM	14	--	d1:30	-----
Lehn & Fink Products Corp.	Bride and Groom	18,200	CBS	29	--	d0:15	-----
	Show of Shows	49,380	NBC	55	60	0:15	0:15
Lever Brothers Co.	Lux Video Theatre	71,625	CBS	34	32	0:30	0:30
	Godfrey's Talent Scouts	61,935	CBS	26	23	0:30	0:30
	Big Town	47,400	CBS	27	32	0:30	0:30
	Hawkins Falls	154,560	NBC	30	34	d1:15	d1:15
	Music Hall	-------	CBS	--	26	-----	0:30
	Arthur Godfrey Time	-------	CBS	--	27	-----	d1:00
	House Party	-------	CBS	--	--	-----	d0:45
Libby, McNeill & Libby	Show of Shows	29,740	NBC	46	--	0:10	-----
Liggett & Myers Tobacco Co.	Godfrey & His Friends	93,675	CBS	51	56	0:30	0:30
	Perry Como	142,550	CBS	43	--	0:45	-----
	Sound-Off Time	61,860	NBC	46	--	0:30	-----
	Play-Off Game	163,100	NBC	52	--	4:00*	-----
	Stork Club	77,100	CBS	33	--	0:30	-----
	Eddy Arnold	-------	CBS	--	45	-----	0:45
	Dragnet	-------	NBC	--	56	-----	0:15
	Gangbusters	-------	NBC	--	56	-----	0:15
Longines-Wittnauer Watch Co.	Chronoscope	27,010	CBS	18	19	0:45	0:45
P. Lorillard Co.	The Web	73,755	CBS	35	38	0:30	0:30
	Stop the Music	74,520	ABC	51	--	0:30	-----
	Down You Go	23,940	DuM	8	--	0:30	-----
	Original Amateur Hour	173,800	NBC	58	--	1:00	-----
	Original Amateur Hour	-------	CBS	--	--	-----	0:30
	Two for the Money	-------	NBC	--	58	-----	0:45
M & M Ltd.	Super Circus	34,743	ABC	42	--	d0:15	-----
	Candy Carnival	-----	CBS	--	45	-----	d0:30
Maiden Form Brassiere Co.	Faith Baldwin Theatre	19,043	ABC	31	--	d0:15	-----
Manhattan Soap Co.	One Man's Family	39,930	NBC	56	--	0:15	-----
Mars Inc.	Howdy Doody	77,275	NBC	42	--	d0:30	-----
	Super Circus	-----	ABC	--	35	-----	d0:30
C. H. Masland & Sons	At Home Show	24,790	ABC	16	--	0:15	-----
	Tales of Tomorrow	-----	ABC	--	18	-----	0:15
McKesson & Robbins	A Date With Judy	41,145	ABC	54	--	d0:30	-----
Mennen Co.	20 Questions	38,400	DuM	18	--	0:30	-----
Miller Brewing Co.	Pro Football	-----	DuM	--	V	-----	d1:30
Miles Labs.	One Man's Family	49,830	NBC	56	--	0:15	-----
	Quiz Kids	36,855	NBC	28	--	0:30	-----

(Continued on page 79)

GULF RADIO

Budget Increase Planned

GULF OIL Co., Pittsburgh, will drop *We the People* but will replace the program with a dramatic show tentatively titled *Gulf Theatre* on NBC-TV, Fri., 8:30-9 p.m.

In addition, the company will use more radio than last year by renewing sponsorship of John Daly on ABC radio, 10-10:15 p.m. Mon.-Thurs. and on Fri. after the fights, plus sponsorship of *Counter Spy* on NBC radio, Thurs., 9:30-10 p.m. [B•T, Aug. 18]. Gulf has sponsored *We the People* more than a decade, first as a radio show, then as a simulcast and eventually as a television show only. Young & Rubicam, New York, is the agency.

Jackson Elected

GLENN JACKSON, manager of WAGA Atlanta, has been elected president of the Georgia AP Radio Assn. succeeding Charles W. Pittman, formerly of WBML Macon but now of WCOS Columbia, S. C. John Jacobs of WDUN Gainesville was elected vice president succeeding Dean Covington of WROM Rome. Committee chosen to advise AP executives on the news report consists of Dale Clark of WAGA, chairman; Otis Hughes Jr., WBML; Bob Shipley, WSAV Savannah; Jeff Davis, WSFT Thomaston; Bill Bowick, WALB Albany, and Joe Franklin, WDUN.

KGW

THE People's Choice* IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Key to a $6 Billion Market

WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

Registration for NARTB District 8 (Ind., Mich.) [B•T, Aug. 25]

Baughn, Edward F., WPAG Ann Arbor, Mich.; Beatty, J. Frank, BROADCASTING • TELECASTING, Washington, D. C.; Biederman, Leo, WTCM Traverse City, Mich.; Booth, R. M., WSAL Logansport, Ind.; Brown, Thad Jr. NARTB Washington; Burnett, Dick, WSOO Saulte Ste. Marie, Mich.; Carter, Ken., WAAM (TV) Baltimore, Md.; De Groot, Don, WWJ Detroit; Doherty, R. P., NARTB, Washington; Edwards, William, WKNX Saginaw, Mich.; Fairbanks, R. M., WIBC Indianapolis; Fellows, Harold E., NARTB, Washington; Fetzer, John E., WKZO Kalamazoo, Mich.; Fitzgerald, Hal, SESAC Inc., New York.; Graham, Douglas, United Press Assns., Lansing, Mich.; Greenebaum, Milt, WSAM Saginaw; Higgins, Joe, WTHI Terre Haute, Ind.; Jayne, Dan, WELL Battle Creek, Mich.; Keachie, James H., RCA Victor Div., Cleveland, Ohio; Knorr, Fred A., WKMH Dearborn, Mich.; Lee, Carl E., WKZO-TV Kalamazoo; Levi, Win, BROADCASTING • TELECASTING, Washington; McConnell, C. Bruce, and Robert B., WISH Indianapolis; Millar, George H., WKMH Detroit; Myers, O. W., WABJ Adrian, Mich.; Parrington, William C., SRDS, Chicago; Patterson, Walter, WKMH Dearborn, Mich.; Pratt, Stanley R., WSOO Sault Ste. Marie; Richards, Bob, NARTB, Washington; Riddell, James, WXYZ Detroit; Rippetoe, William F., WBOW Terre Haute; Scherer, Jake, WHFB Benton Harbor, Mich.; Shawd, Arch, WKBZ Muskegon, Mich.; Shepherd, John, WHLS Port Huron, Mich.; Simon, Arthur, "Radio & Television Daily," New York; Sitta, Charles J., WKMH Detroit; Squire, Burt, BMI, New York; Stubblefield, Bill, NARTB, Washington; Swisher, Gerald, Associated Press, Columbus, Ohio; Thoms, Edward G., WKJG Fort Wayne, Ind.; Versluis, Leonard, WLAV Grand Rapids, Mich.; Walbridge, W. E., WWJ-TV Detroit; West, Harley M., Jr., WABJ, Adrian; Wismer, John F., WHLS Port Huron, Mich.

REK-O-KUT

Presents the New Model B-16H

THREE SPEED, 16"

Transcription Turntable

***For the* BROADCAST *and* RECORDING STUDIO**

The Model B-16H is not a modification of a two-speed machine, but a completely new design, with operational features suggested by leading engineers in the field.

Dimensioned as a replacement for your obsolete 2-speeed table. Present consoles or cabinets can, with very slight modifications, house this unit. The base is drilled and tapped for mounting Audak, Grey and Pickering arms.

- **MOTOR:** Hysteresis Synchronous
- **TURNTABLE:** 16" Cast Aluminum, Lathe turned
- **SPEED CHANGE:** Instantaneous for all 3 speeds
- **45 RPM ADAPTER:** Disappearing type, built into hub of turntable.
- **SPEED SHIFT:** Mastermatic, self-locking.
- **MODEL B-16H.....$250.00 NET**

Write for detailed literature.

REK-O-KUT CO.

38-21 Queens Blvd., Long Island City, N. Y.

EXPORT DIVISION: 458 Broadway, N. Y. C. U.S.A.

Canada: Atlas Radio Corp., Ltd., Toronto 2B, Ont.

allied arts

MARVIN STONE, International News Service, London, to Tokyo, as INS director replacing **HOWARD HANDLEMAN,** now INS Bureau manager in San Francisco.

JOHN F. HERBST, western regional sales manager, Allen B. DuMont Labs., L. A., to Hoffman Sales Corp., that city, as sales manager.

ROBERT G. HAMILTON, assistant advertising manager of Radio-Television Div. of Sylvania Electric Products, N. Y., named manager of radio sales.

REAR ADMIRAL STANLEY F. PATTEN, USN (Ret.), vice president of Allen B. DuMont Labs., Clifton, N. J., elected to firm's board of directors.

Rear Adm. Patten

JOHN A. DOUGLAS, Motorola Inc., Chicago, appointed employment manager there.

SOUTHERN INDUSTRIAL ELECTRONICS Co., Houston, Tex., announces publication of catalog on SIE low frequency transformers and reactors including new miniature line.

E. B. HARRISON appointed general sales manager, Peerless Electrical Products Div., Altec Lansing Corp., Beverly Hills, Calif. **A. A. EMLEN** promoted to plant manager assisted by **E. E. GOLDSMITH. V. W. STAADS** named supervisor of production planning, shipping and stores.

RICHARD McCOMB, electronic specialist with Army Signal Corps, and **JULIAN HERNANDEZ,** Electronic Enginering Co. of Calif., L. A., to Gertsch Products Inc., that city (TV electronic test equipment), as staff engineers.

GLENN E. SHAW, partner in Shaw-Ingersoll Agency, Hollywood (talent agents), to Wynn Rocamora Agency, that city (similar firm), as associate.

EUGENE J. McNEELY, president, Northwestern Bell Telephone Co., Omaha, to American Telephone & Telegraph Co., N. Y., as vice president in charge of personnel effective today, replacing **C. W. PHALEN,** now president of Michigan Bell Telephone Co.

TOM LOVETT appointed foreman of sheet metal and allied departments, Gates Radio Co., Quincy, Ill.

SYLVANIA ELECTRIC PRODUCTS Inc.'s Radio-TV Div. appointed Graybar Electric Products Inc. as exclusive distributor in Buffalo and Rochester areas. .

PACIFIC TELECOIN Corp., S. F., appointed distributor for CBS-Columbia TV receivers in northern and central California.

HOWARD P. GOODMAN, copy and production director of Rand Agency, New York, has resigned to form own agency, specializing in mail order and radio sales promotion. Firm is **Preston-Merrill Adv.,** 118 W. 57th St., N.Y.

Equipment . . .

RCA VICTOR's Engineering Products Dept., Camden, N. J. announces availability of compact microwave radio system type RCA CW-5B, operating on frequency range of 940 to 960 mc, which will provide low-cost multiple channels for voice communication, telemetering, and remote supervisory and control functions.

EMERSON RADIO & PHONOGRAPH Corp., N. Y., announces production of Model 731, combination including 17-inch TV receiver, three speed phonograph, radio and clock. Controls are located on side of cabinet.

Technical . . .

NED R. BROOKE, film director, WSAZ-TV Huntington, W. Va., made associate member of Society of Motion Picture & Television Engineers.

WILBUR H. CUMMINGS appointed assistant manager of engineering and general services, ABC Chicago.

TEX LEVERETTE added to transmitter staff, WIS Columbia, S. C.

Feature of Week

(Continued from page 18)

long broadcast, and to give the people a clearer conception of our democratic system at work."

The program was set up in WSM's auditorium studio. A blackboard reflecting results in statewide contests and congressional races was placed in the center of the stage, and flanked by two enormous maps of the state. One map was used for the hotly contested gubernatorial race, the other for the race between Rep. Albert Gore (D) and incumbent Sen. Kenneth D. McKeller (D). Rep. Gore defeated Sen. McKellar in the U. S. Senate contest.

In addition to the combined AM and TV facilities, WSM received up-to-the-minute reports from the wire services. Also, reporters were stationed at candidate's headquarters for brief cut-ins.

Both the AM and TV programs were sponsored by the Coca-Cola Bottling Works of Nashville. In carnival fashion, a "coke" bar was set up with uniformed attendants serving invited guests and staff members. Video commercials originated in front of the coke stand, and at times the commercial announcer sipped a coke while seated among guests.

Highpoints of the evening were interviews with candidates and personal victory statements by the winning candidates.

GUEDEL TO HEAD

Hollywood Charities Drive

JOHN GUEDEL, head of John Guedel Productions, Hollywood, has been named chairman of the 1953 drive for $175,000 in funds by Radio, TV, Recording & Advertising Charities Inc., that city, starting Sept. 18.

J. Neil Reagan, McCann-Erickson Inc. vice president, and Joe Rines, Sherman & Marquette Inc. West Coast representative will head solicitation among firms and their employes and among unions, guilds and associations, respectively.

Division chairmen under Mr. Reagan are: James L. Saphier, head of his own talent agency (talent agencies); Joe Parker, head of Parker TV Studio (radio-TV schools); Arthur P. Jacobs, head of his own publicity firm (publicists); Peter Potter, KNXT (TV) and KLAC disc m.c. (music publishers); Ned Marr, director, CBS Hollywood labor relations (industry law firms); Al Simon, producer, CBS-TV *George Burns & Gracie Allen Show* and *Our Miss Brooks* (TV film producers); Harold R. Maag, RCA western manager (record companies); Hilly Sanders, radio-TV vice president, Dan B. Miner Co. (adv. agencies), and her associate chairman, Richard C. Francis, vice president, Campbell-Ewald Co.

Mr. Rines' associate chairman is Morton Scott, vice president, Hollywood Television Service. Other chairmen are: Jess Oppenheimer, writer on CBS-TV *I Love Lucy* (RWG); Ted Bliss, radio-TV director (RTDG); Lee Hogan, star of KNBH (TV) *Lee Hogan Presents* (TVA); Don Wilson, radio announcer (AFRA), and his associate, Larry Thor, star of CBS Radio *Broadway Is My Beat*; Gene Norman, KECA-TV disc m.c. (ASCAP); Frank Samuels, West Coast manager, William Morris Agency (MMPA).

Corporate gifts committee is headed by M. J. Rockford, vice president, MCA; with associates Charles Glett, CBS-TV vice president for Hollywood network services; Donn B. Tatum, ABC Western Div. television director; Robert O. Reynolds, president-general manager, KMPC; and Mr. Maag.

Executive committee includes James H. Brown, West Coast head of NABET; Ward D. Ingrim, executive vice president, Don Lee Broadcasting System; Henry Rogers, Warren Cowan, heads of own publicity firm; True Boardman, writer-producer of John Sutherland Productions; Nathan L. Rogers, Western sales manager, Frederic W. Ziv Co.; George Mulkey, IBEW Western representative; Thomas C. McCray, NBC Hollywood radio network operations director; Ernest Felix, general manager, John I. Edwards & Assoc.; Arthur B. Hogan, president-general manager, Universal Recorders; Sidney N. Strotz, RTRA life member; Cecil Barker, ABC Western Div. television program production director; and Leslie Raddatz, manager, NBC Hollywood radio press department. Other committee members are Messrs. Rockford, Reagan, Rines, Maag, Saphier, Bliss and Miss Sanders. Messrs. Raddatz, Rogers and Cowan will handle publicity.

WRTA

Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by Robert Meeker Associates

XUM

TV Networks' Commercials Signed

(Continued from page 77)

Advertiser	Program	Gross Time Charges Oct. '51	Network	Stations 1951	Stations 1952+	Hours Per Week 1951	Hours Per Week 1952
Minnesota Mining & Mfg. Co.	Juvenile Jury	$60,300	NBC	34	--	d0:30	-----
Minute Maid Corp.	Gayelord Hauser	5,232	ABC	25	--	d0:15	-----
	Kate Smith	24,800	NBC	45	55	d0:15	d0:15
	Gabby Hayes	------	NBC	--	35	------	d0:15
Mohawk Carpet Mills	Mohawk Showroom	166,440	NBC	47	--	0:45	-----
Jules Montenier Inc.	What's My Line	61,560	CBS	36	43	0:30	0:30
Philip Morris & Co.	I Love Lucy	92,055	CBS	54	63	0:30	0:30
	Racket Squad	66,750	CBS	43	49	0:30	0:30
Arthur Murray School of Dancing	Arthur Murray Party	30,990	ABC	13	--	0:15	-----
Mutual Benefit Health and Accident Assn.	Bob Considine	33,320	NBC	29	26	d0:15	0:15
Nash-Kelvinator Corp.	TV Teen Club	87,299	ABC	41	--	1:00	-----
National Biscuit Co.	Kukla, Fran & Ollie	87,705	NBC	35	--	0:30	-----
National Dairy Products Corp.	Big Top	58,500	CBS	46	46	d1:00	d1:00
	Kraft TV Theatre	141,425	NBC	44	47	1:00	1:00
National Pressure Cooker Co.	Homemakers Exchange	14,700	CBS	16	--	d0:02	-----
Nestle Co.	Kate Smith	------	NBC	--	55	------	d0:15
Norwich Pharmacal Co.	Sunday News Special	7,880	CBS	12	16	0:15	0:15
Owens-Corning Fiberglas Co.	Arthur Godfrey Time	------	CBS	--	27	------	d0:30
Pabst Brewing Co.	Blue Ribbon Bouts	132,175	CBS	52	58	0:45	0:45
Peter Paul Inc.	Gabby Hayes	27,935	NBC	28	--	d0:15	-----
Pearson Pharamcal Co.	Hollywood Opening Night	44,400	CBS	24	--	0:30	-----
	Police Story	------	CBS	--	32	------	0:30
	Lights Out	------	NBC	--	35	------	0:30
Penick & Ford	Ruth Lyons	18,840	NBC	27	--	d0:15	-----
	Kate Smith	------	NBC	--	55	------	d0:15
Pepsi-Cola Co.	Faye Emerson	72,720	CBS	47	--	0:30	-----
	Short, Short Stories	------	NBC	--	45	------	0:30
Pet Milk Co.	All Star Revue	37,675	NBC	48	60	0:20	0:20
Philco Corp.	TV Playhouse	104,175	NBC	58	58	0:30	0:30
	Don McNeill	25,070	ABC	31	--	0:15	-----
Pillsbury Mills	House Party	------	CBS	--	--	------	d1:00
	Godfrey & His Friends	35,970	CBS	47	54	0:15	0:15
	Kate Smith	40,625	NBC	53	55	d0:15	d0:15
	Arthur Godfrey Time	-------	CBS	--	27	------	d1:00
Pittsburgh Chevrolet Dealers	Pro Football	2,900	DuM	2	--	d1:30	-----
Procter & Gamble Co.	Search for Tomorrow	178,720	CBS	57	59	d1:15	d1:15
	Beulah	35,175	ABC	27	33	0:30	0:30
	Garry Moore	154,900	CBS	55	--	d1:15	-----
	Steve Allen	34,290	CBS	26	--	d0:30	-----
	Fireside Theatre	103,155	NBC	56	59	0:30	0:30
	Kate Smith	144,240	NBC	53	55	d1:15	d1:00
	Red Skelton	96,960	NBC	55	60	0:30	0:30
	Kukla, Fran & Ollie	145,965	NBC	47	--	1:00	-----
	First 100 Years	158,355	CBS	57	--	d1:15	-----
	Guiding Light	-------	CBS	--	58	------	d1:15
	The Doctor	-------	NBC	--	60	------	0:30
	Welcome Travelers	-------	NBC	--	55	------	d1:00
	Those Two	-------	NBC	--	52	------	0:45
Prudential Insurance Co. of America	Show of Shows	-------	NBC	--	60	------	0:15
Quaker Oats Co.	Garry Moore	20,660	CBS	33	--	d0:15	-----
	Gabby Hayes	52,365	NBC	29	--	d0:30	-----
	Gabby Hayes	68,070	NBC	43	35	d0:30	d0:30
	Zoo Parade	68,460	NBC	44	45	d0:30	d0:30
RCA	Boston Symphony	16,950	NBC	34	--	0:30	-----
	Kukla, Fran & Ollie	92,190	NBC	50	52	0:30	d0:30
	Dennis Day	-------	NBC	--	47	------	0:30
Ralston Purina Co.	Space Patrol	19,680	ABC	53	64	d0:15	d0:30
Ranger Joe Inc.	Ranger Joe	11,686	ABC	12	--	d0:15	-----
Revere Copper & Brass	Meet the Press	69,255	NBC	44	45	d0:30	0:30
Revlon Products Corp.	Kate Smith Evening Hour	$20,175	NBC	42	--	0:30	-----
Reynolds Metals Co.	Kate Smith Evening Hour	44,820	NBC	49	--	0:15	-----
	Eddie Mayhoff	------	NBC	--	50	------	0:30
R. J. Reynolds Tobacco Co.	Man Against Crime	70,020	CBS	47	51	0:30	0:30
	Camel News Caravan	239,210	NBC	29	--	1:15	1:15
	Garry Moore	95,970	CBS	57	--	d0:45	-----
	Show of Shows	100,740	NBC	56	--	0:30	0:30
	My Friend Irma	------	CBS	--	47	------	0:30
Rhodes Pharmacal Co.	The Clock	33,968	ABC	23	--	0:30	-----
Riggio Tobacco Corp.	Leave It to the Girls	21,900	NBC	7	--	0:30	-----
Ronson Art Metal Works	Star of the Family	35,700	CBS	17	--	0:30	-----
Rosefield Packing Co.	You Asked for It	35,520	DuM	17	--	0:30	-----
	You Asked for It	------	ABC	--	28	------	0:30
S. O. S. Co.	Show of Shows	23,970	NBC	46	60	0:10	0:10
Schenley Industries	Amos 'n' Andy	69,480	CBS	47	44	0:30	0:15
Schick Inc.	Crime Syndicated	100,425	CBS	46	35	0:30	0:15
	Jackie Gleason	------	CBS	--	--	------	-----
Joseph Schlitz Brewing Co.	Playhouse of Stars	140,300	CBS	54	49	1:00	0:30
Seeman Brothers Inc.	I Cover Times Square	19,073	ABC	44	--	d0:15	-----
Seiberling Rubber Co.	Amazing Mr. Malone	34,253	ABC	47	--	0:15	-----
Serutan Co.	Battle of the Ages	------	CBS	--	--	------	0:30
	Life Begins at 80	------	DuM	--	15	------	0:30
Shwayder Bros.	Welcome Travelers	------	NBC	--	55	------	d0:30
Simmons Co.	Kate Smith	25,020	NBC	44	--	d0:15	-----
	It's News to Me	------	CBS	--	--	------	0:15
Simoniz Co.	Kate Smith	31,220	NBC	48	55	d0:15	d0:15
Singer Mfg. Co.	Kate Smith	35,380	NBC	61	--	d0:15	-----
	Four-Star Playhouse	------	CBS	--	44	------	0:15
Speidel Corp.	Speidel Show	88,530	NBC	47	53	0:30	0:15
Standard Brands Inc.	Garry Moore	73,080	CBS	37	--	d0:45	-----
	Howdy Doody	------	NBC	--	48	------	d0:15
Standard Oil Co. of Indiana	Wayne King	18,540	NBC	11	--	0:30	-----
Standard Oil Co. of New Jersey	Alan Young	38,580	CBS	23	--	0:30	-----
Sterling Drug Inc.	Mystery Theatre	39,840	ABC	12	64	0:30	0:30
	Songs for Sale	33,360	CBS	11	--	0:30	-----
Stokely-Van Camp	Little Show	89,730	NBC	39	--	0:30	-----
C. A. Swanson Sons	Ted Mack Family Hour	24,330	ABC	21	--	0:15	-----
	The Name's the Same	------	ABC	--	45	------	0:15
Sweets Co. of America	Tootsie Hippodrome	------	ABC	--	22	------	d0:30

(Continued on page 81)

SCRIPTS SUIT

$125,000 Damages Asked

SUIT which may establish a legal precedent on re-use of scripts written for a radio series was filed last Monday in Los Angeles Superior Court by Frank H. Taussig and R. T. Smith against Commodore Productions & Artists Inc., Walter White Jr., firm's president, and Shirley Thomas, a film director.

Dr. Ross Dog Food Co., and MBS also were named in the suit which asks $125,000 in damages.

Messrs. Taussig and Smith claim scripts originally written for *Clyde Beatty Show* on MBS, and sponsored by the Kellogg Co., were reused on that network and by Canadian Broadcasting Corp., for the dog food company but without added compensation. The writers are asking $50,000 for that re-use.

Two other causes of action, asking an additional $75,000, are contained in the suit. The writers charge the defendants with distributing a brochure offering the scripts for TV, but despite use of their names the video version was to have been turned out by "an inferior writer." Mr. Taussig, in the suit, individually charged infringement on the copyright of his story, "God of the White Nile," and in addition to asking that the defendants be halted in their TV production of it, requested the story's return.

Get a line on THE
Radio Buy in St. Louis!
Your nearest Katz man has the facts on KWK's LOW-low cost per 1000 homes delivered!
Globe-Democrat Tower Bldg.
Saint Louis
KWK
Representative
The KATZ AGENCY

THE LATEST
WCKY
STORY
Oh What a Beautiful Morning!
Morning Advertisers 7 to 9 AM on WCKY are getting the lowest cost per thousand buy in Cincinnati.
WCKY...ON THE AIR EVERYWHERE—24 HOURS A DAY—7 DAYS A WEEK
WCKY
CINCINNATI

SALES presentation drawing a parallel between its own audience and "the voter who cares" has been prepared by WQXR New York. Written by account executive William Travis on the basis of Pulse audience studies, it also points up the advantage of using the WQXR network of 12 FM stations to reach upstate audiences "almost identical in quality, in terms of income and cultural background, with those of WQXR."

ART TELECAST

WAAM (TV) Baltimore will contribute its facilities, time and personnel to a special telecast of a live program, *Art in Your Life*, for the Maryland Art Assn., a division of the Maryland State Teachers Assn. The special telecast will be beamed to the general public and to 500 Maryland teachers to be assembled in Baltimore Oct. 17 for the annual state teachers' convention.

KCBQ OFFERS TV SET

BY listening to five soap operas and 45-minute program, *Koffee Klotch*, daily on KCBQ San Diego, the listener may enter the "Listen and Win" contest featuring daily prizes. Questions asked on *Koffee Klotch* are answerable only if the listener has followed the preceding programs. Sweepstake prize of a completely installed TV set is awarded every 13 weeks.

A WINNER AGAIN

In Jewel Shortening's

RADIO STATION PROMOTION CONTEST

First in January 1951
Second in July 1952

El Paso's CBS Radio Network outlet not only takes advertisers' messages more effectively to more people in the El Paso southwest, but it goes all out on promotion, merchandising and service to advertisers—to make their advertising sell more goods.

COVERAGE
greater than any other station in El Paso, regardless of power

KROD
600 KC 5,000 WATTS

CBS RADIO IN EL PASO

REPRESENTED NATIONALLY BY THE O. L. TAYLOR CO.

KROD-TV
Channel 4
NOW UNDER CONSTRUCTION

programs promotion premiums

JAYCEES TAKE OVER

IN a promotion gimmick to plug the Fort Wayne Open PGA Golf Tournament, members of the city's Junior Chamber of Commerce took over the facilities of WANE there for an entire broadcast day. Disc shows handled by Jaycee members were used to bring listeners information about the coming event. As a service to those who had not purchased tickets, a call to the station dispatched a Jaycee member to the home of the caller with the number of tickets the person requested.

STATION-ADVERTISER TIE-IN

PROMOTION involving both a station and its advertiser has been devised by KTFI Twin Falls, Ida., in connection with the coming election. Red and blue stuffers bearing the name of the company urging recipient to register are being used in statements sent by KTFI advertisers. Suggestion was also made that the person follow the campaign on KTFI.

HOUSE MAKES DEBUT

TELEVIEWERS in the Cincinnati area got their first look last Saturday at the six-room modern "Sunburst" home being offered as first prize in the Operation Sunburst contest sponsored by WLWT(TV) there. Station stars and city officials were on hand for the festivities and escorted visitors through the home.

EMBLEM PROMOTION

DISTRIBUTION of Scotchlite "safety" emblems through 45 service stations in Duluth, Minn., has been undertaken by KDAL there. Name of the city is featured prominently with a radio tower on one side and a microphone on the other. Designed as a merchandising device for three oil accounts that sponsor daily newscasts on the station, KDAL reports the emblems have served as a worthwhile safety and civic promotion as well.

VANCOUVER PREVIEW

PASSENGERS on ship *Princess of Nanaimo* which runs several times daily between Vancouver and Nanaimo get detailed information on Vancouver as the boat approaches the dock. Voice of Chuck Rudd, CHUB Nanaimo, B. C., manager, welcomes visitors to the islands, tells them where they may find points of interest and entertainment and gives up-to-the-minute data on the industrial market of the island. Station relates that many tourists call at the Chamber of Commerce office as a result of the transcribed messages.

RORABAUGH PROMOTION

N. C. RORABAUGH Co., New York, is sending two-part mailing piece to industry. First part gives basic purpose of Rorabaugh Reports, and the why and how the service was begun. Second part lists "typical comments" of advertisers, agency men, station representatives and station executives as to reports' value.

WRVA DRAMA FESTIVAL

WEEK-long drama festival has just been completed at WRVA Richmond, Va. So successful was the experiment, according to the station, plans have been drawn up to present a series of Shakespeare's works on three consecutive Saturday afternoons. In response to WRVA's plans, Rooney Pelletier, head of the BBC's North American Service, said, "Perhaps this development in radio relations between our two countries will do something to dispel the old quip that a common language is the only thing that divides the Americans and the British."

CLOSED CIRCUIT SHOW

CLOSED circuit TV demonstration lasting two and one half hours was the high point of an annual picnic sponsored by KLZ Denver on Aug. 17. Station relates that some 20,000 people were at Lakeside Park for the outing. Station used a two-camera remote set-up to feed the picture to TV sets placed so that spectators could actually watch the performers while simultaneously viewing them on the receivers.

BALL PARK ENTERTAINMENT

SECOND largest crowd of the current baseball season attended Radio-TV Appreciation Day at Red Bird Stadium in Columbus when the annual event was presented by WLWC (TV) and WHKC both of that city, according to their reports. An hour-long show featuring radio and TV personalities preceded the game between the Columbus Red Birds and Kansas City Blues. Show was staged only for those in attendance at the game.

REAL ESTATE TIPS

PROGRAM featuring 60-word descriptions of properties offered for sale or lease in the Wildwood, N. J., area is being broadcast six times weekly by WCMC there. George Hart, program director at the station and producer of the show, reports one realtor has sold a property a week through the 60 word descriptions on the show.

INSIDE IRON CURTAIN

PHOTOGRAPHING anything behind the Iron Curtain is taboo but the rules don't mention anything about using recording equipment. Mark Evans, WTOP Washington personality, jumped through the loop hole and tape recorded a running account of an auto drive through the Iron Curtain. Account was broadcast last Friday. Mr. Evans, touring Europe as guest of the Sabena-Belgian Air Lines, held the tape recorder between his knees and recorded an experience with a Russian guard as he examined his credentials.

STRAW BALLOT

TAKING advantage of interest in election-year, WEBC Duluth-Superior drew crowds to a straw-ballot in its exhibit at the Tri-State Fair in Superior, Wis. Aug. 12-14. Station obtained cooperation of Superior officials to get six polling booths and a ballot box set up in the exhibit. Two judges from the Superior Board of Elections watched over balloting in the Presidential contest, and Democratic and Republican races for nomination of U. S. Senator from Wisconsin.

WLIB SERIES

NEW series of programs has been inaugurated by WLIB New York. Show, *Evev Shabbos*, meaning Sabbath Eve, is presented each Friday. Program in English is designed to bring the spirit of the Jewish sabbeth into the homes of New York's Jewish-Americans via liturgical music and sermons on the Torah to be re-read each week.

COACHES ON TV

QUARTER-hour live *Call the Coach*, packaged by Jack Douglas Productions, Hollywood, starts on KECA-TV Los Angeles for Nic-L-Silver Battery Co., Santa Ana, Sept. 13 for 13 weeks. Program features football coaches Jess Hill, USC, and Henry Sanders, UCLA, analyzing whichever of their home games was played during the afternoon. Agency is Stodel Adv. Co., L. A.

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RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 West Fourth Street, New York 14, N. Y.

LIBERTY SUIT

Moves Slowly in Chicago

LIBERTY Broadcasting System's anti-trust suit against 21 major league baseball clubs was moving slowly in Chicago last week as attorneys for both parties prepared to take further depositions.

Gordon McClendon, former president of the defunct network, and two of his associates were scheduled to appear for depositions early in October. In the meantime, attorneys for the American and National League ball clubs were checking LBS files and documents in the offices of the network attorneys.

The baseball clubs must file a formal answer to the Liberty complaint in Chicago's federal district court before Nov. 3. Meanwhile, they have a chance to file a motion for dismissal of the triple-damage conspiracy charge. The trial date is still set for Jan. 19, which is described as optimistic by attorneys handling the case.

They report that data for both plaintiffs and defendants will probably not be collected and in order by then, but that a spring trial date is possible.

SET DONORS

VA Relaxes Service Curb

DONORS of TV sets to Veterans Administration hospitals have to guarantee maintenance and service only for one year, it has been disclosed by Sen. Hugh Butler (R-Neb.). Until lately, the VA would not accept TV gifts unless donors promised to take care of the servicing for three years.

The change in VA policy, announced to all 154 Veteran hospitals last June 27, came after Sen. Butler had taken the question up with VA authorities beginning last February. He also enlisted the aid of veterans organizations.

One story, told by Rufus H. Wilson, national service director of AMVETS, concerned an AMVETS auxiliary which wanted to take a defective TV set from a Veterans Hospital, trade it in on a new set and donate the new set to the hospital. Regulations forbade this, the AMVETS group was informed.

SCIENCE documentary series, *The Endless Frontier*, broadcast on NBC earlier this year in cooperation with the health information foundation, has been adapted into a series of articles by Wade Arnold, NBC executive producer of the program, for distribution to schools and libraries.

TV Networks' Commercials Signed

(Continued from page 79)

Advertiser	Program	Gross Time Charges Oct. '51	Network	Stations 1951	Stations 1952†	Hours Per Week 1951	Hours Per Week 1952
Swift & Co.	Sky King	$19,590	NBC	21	--	d0:15	-----
Sylvania Electric Products	Beat the Clock	57,720	CBS	34	37	0:30	0:30
Texas Co.	Texaco Star Theatre	182,125	NBC	62	62	1:00	1:00
Tide Water Associated Oil Co.	Broadway to Hollywood	15,872	DuM	7	17	0:30	0:30
Time Inc.	Kukla, Fran & Ollie	55,140	NBC	36	--	0:30	-----
Tintz Co.	Vanity Fair	5,716	CBS	17	--	d0:01	-----
U. S. Tobacco Co.	Martin Kane	83,640	NBC	59	64	0:30	0:30
Union Carbide & Carbon Corp.	Take Another Look	23,685	CBS	15	--	d0:30	-----
	Football Scoreboard	16,270	NBC	52	--	d0:15	-----
Wander Co.	Howdy Doody	38,025	NBC	41	--	d0:15	-----
Warner-Hudnut	Langford-Ameche	63,073	ABC	32	--	d0:45	-----
Welch Grape Juice Co.	Howdy Doody	33,590	NBC	49	48	d0:15	d0:07½
Westinghouse Electric Corp.	Studio One	156,125	CBS	51	54	1:00	1:00
	NCAA Football	244,050	NBC	52	--	d3:00	-----
	Pick the Winner	------	CBS	--	--	-----	0:30
	Pick the Winner	------	DuM	--	4	-----	0:30
Wine Corp. of America	Charlie Wild	71,880	ABC	39	--	0:30	-----
	Where Was I	------	DuM	--	36	-----	0:30
Word of Life Fellowship	Songtime	14,430	ABC	8	--	0:30	-----
William Wrigley Jr. Co.	Gene Autry	27,720	CBS	9	11	0:30	0:30
Young People's Church of the Air	Youth on the March	27,255	ABC	16	--	0:30	-----

Source of Oct. 1951 time costs: PUBLISHERS INFORMATION BUREAU

IT'S A HABIT!

For 25 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

D. C. CANCER CRUSADE

Stations Go 'All Out,' Win Praise

RADIO-TV stations in Washington, D. C., "went all out" for the District of Columbia Cancer Crusade, availing their facilities unstintingly and drawing lavish praise from the local cancer organization.

As a result, the District not only met but exceeded its quota by a good margin when the final tabulations were compiled by the District of Columbia Cancer Society.

This success was reflected both in the amount of radio-TV publicity accorded the drive and in collections pledged by Washingtonians. The campaign ran from April through June.

Publicity for the 1952 Cancer Crusade was handled by Cody Pfanstiehl, director of press information and audience promotion for WTOP Washington, serving under Clayton Sanders, Peoples Drug Stores, publicity chairman. William Hannigan was general chairman for the local campaign.

Mr. Hannigan lauded local stations for their participation. He said stations "pulled out the stops" in cooperating with crusade officials, with the result that the campaign enjoyed double the publicity of last year. All outlets donated their facilities, enabling the society to capitalize on shows with ready-built audiences for spot and interview participations ranging up to eight minutes per program.

The D. C. Cancer Society reported doubling of spot coverage and at least five times as many interview type programs (around 60) as in 1951.

Mr. Pfanstiehl cited the success as evidence that the "personal, warm-voice effect of radio-TV is most effective" in spurring contributions. He claimed the crusade realized three or four times as much radio-TV publicity as last year.

One station, WWDC, informed the Cancer Society it had contributed $14,295.50 in time to the drive compared to about $7,000 last year. WWDC was the only station to report in such manner.

Cancer drive culminated with a final 30-minute telecast report on WMAL-TV. Bryson Rash, ABC White House correspondent, and other station personnel aided in helping the society to air the special progam. Other stations also cooperated, although the society did not list them.

The success of the D. C. campaign is comparable on the local level to that of the national drive, with radio-TV stations throughout the country participating actively on behalf of the campaign to raise funds to fight cancer.

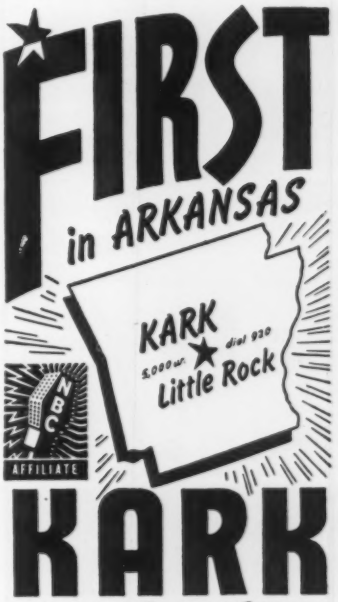
Heads License Div.

CLARA M. IEHL is chief of the License Div. of FCC's Broadcast Bureau and William P. Massing, who was chief of the division when it was under the Bureau of the Secretary prior to functional reorganization earlier this year [B•T, Feb. 18], now is assistant secretary of the Commission. Miss Iehl was chief of the Broadcast License Branch of the division at that time. Both Miss Iehl and Mr. Massing were incorrectly identified in their former posts in the report of FCC staff members concerned with processing of television applications [B•T, Aug. 25].

Hallmark Show Set

HALL BROS., Kansas City (Hallmark greeting cards), returns on the air with *Hallmark Playhouse* Sept. 7 on CBS, Sunday, 9 to 9:30 p.m. CDT, through Foote, Cone & Belding, Chicago. Show has been aired since September 1948. Company's TV show, *Hall of Fame* on CBS-TV, reverted to its 4:30 p.m. slot a fortnight ago.

FOR the sixth consecutive year, WTIC Hartford will operate a broadcasting studio at Eastern States Exposition, Sept. 14-21. Located on the balcony of the Connecticut Bldg., the studio will be open to visitors throughout the entire eight days of the exposition.



• T. K. Barton, Vice-Pres. & General Manager
• Julian F. Haas, Commercial Manager
• National Representatives, Ed. Petry & Co.

Composite Week

DATES of the composite week for the preparation of program log analyses for AM, FM and TV stations during the past year were announced by FCC last week. To be used in connection with renewal applications of those stations whose licenses expire in 1953, the composite week is as follows: Monday, Feb. 4; Tuesday, March 4; Wednesday, April 2; Thursday, June 5; Friday, Aug. 1 (all 1952); Saturday, Oct. 27, 1951; Sunday, Dec. 30, 1951.

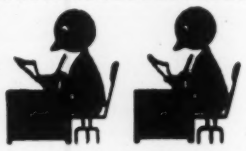
FCC Seeks Engineers

FCC reported last week it is seeking two engineers to fill monitoring posts at Anchorage and Fairbanks, Alaska. Both positions are GS Grade 9, which pays $5,060 per annum to start, plus 25% cost-of-living differential. The Commission also reported monitoring vacancies at higher grades, but these must be filled from within the agency through transfer and promotion at the present time.

AMERICAN Telephone & Telegraph Co. has declared a dividend of $2.25 per share, payable Oct. 15 to shareowners of record at the close of business on Sept. 15. Some 1,100,000 shareholders in 19,000 cities and towns will receive dividend, AT&T pointed out.

FOR FINEST TAPE RECORDING
WOAI
San Antonio, Tex.
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.
For new catalog — write:
Magnecord, INC.
Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

FCC actions



AUG. 22 THROUGH AUG. 29

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp. synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 87.

August 22 Applications . . .

ACCEPTED FOR FILING

Change Studio Location

WAVA Ava, Ill. — Mod. license to change main studio location from N. 5th St., Ava, to 30 W. Main St., DuQuoin, Ill.

AM—1230 kc

KWRN Reno, Nev.—CP to change frequency from 1490 kc to 1230 kc. AMENDED re: new officers and stockholders.

Increase Antenna Height

WHAR Clarksburg, W. Va.—CP to install new ant., increase height and move ant. tower 20 ft.

Renewal of License

Following stations request renewal of license:

KSJV Centerville, Calif.; KFI Los Angeles; KGGF Coffeyville, Kan.; KFUO Clayton, Mo.; KCMO Kansas City; KFEO St. Joseph, Mo.; WHKK Akron, Ohio; WKBN Youngstown, Ohio; WCHA Chambersburg, Pa.; KEPO El Paso, Tex.; KONO San Antonio, Tex.; WSVS Crewe, Va.; KULE Ephrata, Wash.

Extension of Completion Date

WAUG-FM Augusta, Ga.—Mod. CP which authorized new FM for extension of completion date.

WEHS (FM) Chicago—Mod. CP, as modified, which authorized changes in existing FM, for extension of completion date.

TENDERED FOR FILING

AM—1430 kc

KALI Pasadena, Calif.—CP to increase power from 1 to 5 kw and make changes in DA system.

AM—1220 kc

WKMT Kings Mountain, N. C.—Mod. CP to increase power from 500 w to 1 kw.

August 25 Applications . . .

ACCEPTED FOR FILING

License for CP

WTUS Tuskegee, Ala.—License for CP, as modified, which authorized new AM.

WLBB Carrollton, Ga.—License for CP which authorized change in ant. trans. and main studio location.

WHFC Chicago — License for CP which authorized changes in ant. system.

WKAQ San Juan, Puerto Rico—License for CP which authorized change in trans. location and installation of new trans.

AM—1340 kc

KSPO Spokane, Wash.—CP to change frequency from 1230 to 1340 kc. AMENDED to change name of applicant to D. Gene Williams and Delbert Bertholf, co-partnership and change studio and trans. locations to conform with existing license.

Renewal of License

Following stations request renewal of license:

WGN Chicago; WKZO Kalamazoo, Mich.

Extension of Completion Date

WCAM Camden, N. J.—Mod. CP, as mod., which authorized change in trans. location for extension of completion date.

Change Antenna System

WAPF-FM McComb, Miss.—Mod. CP which authorized new FM to make changes in system's ant. height above ground from 180 to 154 ft., and change description of trans. location.

Decrease Power

WIST-FM Charlotte, N. C.—Mod. license to decrease power from 50 kw to 5 kw and reduce operating hours.

Change ERP

WNAO-FM Raleigh, N. C.—Mod. license to change ERP from 25 kw to 47.1 kw.

August 26 Decisions . . .

BY BROADCAST BUREAU

Granted Application

Allen B. DuMont Labs. Inc., New York — Granted informal application for permit as required by sec. 325(b) of Communications Act of 1934, as amended, to furnish Canadian Bcstg. Co., licensee of CBFT, Ch. 2, Montreal, with kinescope recordings, live programming, and teletranscriptions of television broadcasting programs originating in various Allen B. DuMont Labs. Inc. studios throughout U. S. and broadcast in U. S. over facilities of Allen B. DuMont Labs. Inc. These telescriptions and kinescope recordings will be delivered to CBFT Montreal, by air or rail express for transmission over CBFT, period not to exceed one year from date of grant; condition; and similar application to furnish CBLT, Ch. 9, Toronto with live programming, etc., for period not to exceed one year from date of grant; condition.

Transmission Authority

WGR Bcstg. Corp., Buffalo, N. Y.—Granted authority to transmit to CFRB Toronto by AT&T leased line one time description of football game which was played in Buffalo, Sunday, Aug. 24, 1952.

Change Transmitter Location

WILD Birmingham, Ala. — Granted mod. CP to change trans. location, change studio location, and change type trans.; conditions.

Extension of Completion Date

The following were granted mod. CP's for extension of completion dates as shown:

WSLM Salem, Ind., to 10-26,52, conditions; **WCAR-FM Pontiac, Mich.**, to 12-1-52.

Change Antenna Pattern

WCFL Chicago, Ill.—Granted license covering changes in DA-N conditions.

Change Transmitter Type

WWOD Lynchburg, Va. — Granted mod. CP to change type of trans.

Extension of Completion Date

Following granted mod. CPs for extension of completion dates as shown:

WCAR Pontiac, Mich., to 12-1-52; **WVAM Altoona, Pa.**, to 10-1-52, condition; **KNBR North Platte, Neb.**, to 10-15-52, condition; **WFSS Coram, Long Island, N. Y.**, to 12-15-52; **WAUG-FM Augusta, Ga.**, to 1-1-53.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

WPMP Pascagoula, Miss.—Granted petition for acceptance of late filing of notice of intention to appear in proceeding re application of Southland Bcstg. Co., Atmore, Ala. (WATM).

Northeastern Indiana Bcstg. Co. Inc., Fort Wayne, Ind.—Granted petition to amend application to specify change in proposed trans. location, increase in ERP, increase in effective height above average terrain, increase in effective height above average terrain, increase in height above ground of supporting tower, specification of different transmission line, submit new sec. III and amended exhibit 5 setting forth amended financial data, and submit new sections V-C and B-G and amended exhibit 9 containing engineering specifications and data.

By Hearing Examiner Basil P. Cooper

The W. H. Greenhow Co., Hornell Bcstg. Corp., Hornell, N. Y.—By memorandum opinion and order denied petition of the W. H. Greenhow Co. to reopen the record in this proceeding; Granted opposition of the Chief, Broadcast Bureau to petition to reopen record; granted opposition of Hornell to petition to reopen record; denied plea of The W. H. Greenhow Co. in reply to opposition of Chief, Broadcast Bureau to reopen record that record be reopened; and denied motion of Greenhow Co. to strike opposition of Hornell Bcstg. Corp. to petition to reopen record.

Chief, Broadcast Bureau — Granted petition for extension of time from Aug. 21 to Sept. 4, 1952, to file proposed findings of fact and conclusions of law in proceeding re application of WELS Kinston, N. C.

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc., Canton, Ohio—Granted petition for extension of time to Aug. 29, 1952, to file request for review of ruling of hearing examiner made Aug. 19, 1952, during course of prehearing conference.

WOL Washington, D. C.—Granted

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
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Commercial Radio Equip. Co.
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INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

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26 Years' Experience in Radio Engineering
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There is no substitute for experience
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MUNSEY BUILDING DISTRICT 8215
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McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
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John A. Moffet, Associate
1422 F St., N. W. Kellogg Bldg.
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WELDON & CARR
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1605 Connecticut Ave.
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4212 S. Buckner Blvd. 4742 W. Ruffner
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CONSULTING RADIO ENGINEERS
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DALLAS 5, TEXAS
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Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
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Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N.W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

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Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCCE

RAYMOND M. WILMOTTE
1469 Church Street, N.W. DEcatur 1231
Washington 5, D. C.
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CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 2698
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3266
HOLLYWOOD 28, CALIFORNIA

WALTER J. STILES
Consulting Television Engineer
1003 Loyalty Building, Portland, Oregon
ATwater 4282
Washington, D. C.—REpublic 6160

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KYA. 33 Elm Ave.
San Francisco 8, Calif. Mill Valley, Calif.
DOuglas 2-2536 *DUnlap 8-4871*

Member AFCCE

petition for indefinite continuance of hearing now scheduled for Sept. 8, 1952, at Washington, D. C., re application for renewal of license of Synchronous Amplifier Silver Spring, Md.; application is pending for a change in facilities of WOL to 1460 kc 5 kw unl. DA-DN, grant of which would render instant proceeding moot.

By Hearing Examiner
Elizabeth C. Smith

McLennan Bcstg. Co., Waco, Tex.—Granted petition to amend application, presently scheduled for hearing Aug. 26, 1952 to show change from 920 kc 500 w as originally applied for, to 770 kc and application, as amended, was

(Continued on page 87)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager for large independent metropolitan market. Must have references and manager small town, also sales experience. Fine future. Write Box 220R, BROADCASTING • TELECASTING.

Salesmen

Florida coast station. Hard-hitting salesman to do competitive selling. No desk pilots wanted. $75 guarantee against 15% of gross collected station revenue. You will be the only one selling. Send photo, references, experience. Box 782P, BROADCASTING • TELECASTING.

Opening for salesman who can produce in strong small market in Illinois for security and permanence, salary open. Box 127R, BROADCASTING • TELECASTING.

Salesman wanted. Need hard-hitting experienced salesman for both radio and television. Must have proven ability in selling broadcast advertising for metropolitan market of 250,000. Highly competitive. Both stations affiliated NBC. Excellent earning possibilities for right man. Give full details and recent photo. All applications confidential. Box 202R, BROADCASTING • TELECASTING.

First class salesman, Houston, Texas. Draw, automobile necessary. Box 264R, BROADCASTING • TELECASTING.

50,000 watt South Texas station wants topflight salesman due to growing volume. Protected territory and account list, high weekly guarantee, commission to man who can produce. Have TV application. Excellent earnings and assured future to experienced producer. K-SOX, Harlingen, Texas.

Opportunities for several young men who want to sell radio time with our fast growing organization. You will work under two skilled salesmanagers who are proven successful radio time salesmen. Our organization is being expanded to include salesmen for our Station WBOK in New Orleans, KAOK in Lake Charles, Louisiana, and we will soon have a station in Baton Rouge. We are also applicants for TV in New Orleans and expect to be the next station on the air. Keen aggressive young men who want to sell, like people, and are anxious to grow with an expanding organization can get in on the ground floor now and make from $400 and up per month provided they are willing to work steadily toward success. We pay a living base salary guaranteed, plus commission and bonus. Wire or write at once. Stanley W. Ray, Jr., WBOK, Inc., 505 Baronne St., New Orleans 12, Louisiana.

Help Wanted (Cont'd)

Announcers

$80.00 per week for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 654P, BROADCASTING • TELECASTING.

Florida coast station. Need one combo and one straight announcer. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. Combo: $80. Announcer: $70 for 44 hours. Box 900P, BROADCASTING • TELECASTING.

Immediate opening for two combination announcer-engineers emphasizing announcing. Housing good, promotion opportunities excellent. Start $75.00 week, raise in 60 days. Rush disc or tape and details. Box 126R, BROADCASTING • TELECASTING.

Announcer-engineer needed at Midwest independent. If you are interested in a permanent position with an opportunity to advance, send audition, picture and information immediately. Box 217R, BROADCASTING • TELECASTING.

Combo man with first class license needed at daytime Michigan station. $70.00 for 40 hours. Box 269R, BROADCASTING • TELECASTING.

Specialty DJ, single. Amusing, fast flowing ad-lib, clever quips, impersonations of celebrities, character voices, "cue-in" gimmicks. Ohio. Box 274R, BROADCASTING • TELECASTING.

Announcer, experienced all phases. Good personality, ability to ad-lib commercials on DJ show. Morning shift. Good pay. Pa. daytimer. Box 277R, BROADCASTING • TELECASTING.

Announcer-engineer needed immediately for progressive m.d.i. affiliate, $300. per month. Rush tape or disc. KBMY, Billings, Montana.

Arizona's most profitable small station needs three announcer-engineers due to opening of new station in network. First phone necessary, emphasis on announcing. Top salary depending on ability. Good spot for beginners to start, top spot for man with ability to stop. Tell all in air mail letter. We'll call you if you measure up. KCLF, Clifton, Arizona.

Wanted—Combo man—start $65; 39 hours actual board work. Good voice required. Send full details and tape to KCOG, Centerville, Iowa.

Newsman, single, experienced. Gather, write, local news and read; human interest angle. Interesting commentary-type news voice. Publicity build-up. Ohio. Box 275R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Football announcer plus staff duties. Tell all. Send copy, tape. KFRO, Longview, Texas.

Announcer-engineer. Must be good announcer. Start $80 a week. Excellent living conditions. KTNM, Tucumcari, N. Mex.

Wanted—Experienced staff announcer for one thousand watt independent station. KWHI, Brenham, Texas.

50,000 watt CBS affiliate needs staff announcer with deep, good quality voice. Must be stable and congenial. Send letter outlining background, references. Send audition tape or disc covering several types of commercials and complete repertoire. No application considered without audition, photo and letter. Apply KWKH, Shreveport, Louisiana.

Announcer with first class ticket needed immediately. WBYS, Canton, Illinois.

Announcer-engineer. 250 watts. Daytime. Stephen H. Kovalan, WKOV, Wellston, Ohio.

Experienced staff announcer for early shift. $80 for 40-hour, five-day week. No board work. State experience, references. WKRS, Waukegan, Illinois.

Combination operator-announcer with first phone. Salary open depending on experience. WOAP, Owosso, Michigan.

Immediate opening for announcer-engineer on 250 watt fulltime Mutual affiliate, in ideal place to live. Starting salary: $70 for 42 hour week. WPNF, Brevard, N. C.

Do you know James S. Hardie? If you know where he is presently located, please notify WSGN in Birmingham, Alabama collect.

Top play-by-play sports announcer wanted by 5000 watt Midwest CBS affiliate to do football, basketball, baseball. Send audition immediately to Merritt Milligan, WTAD, Quincy, Illinois.

Technical

Wanted: First class engineer, no experience required. Virginia network station. Reply Box 60R, BROADCASTING • TELECASTING.

Minnesota station needs chief engineer strong on technical maintenance. Should be able to do some announcing. Good salary. Box 146R, BROADCASTING • TELECASTING.

Transmitter position open. No announcing. Permanent. KFRO, Longview, Texas.

Needed immediately, chief engineer, to help put new station on air. Good working conditions, some announcing. Contact Paul E. Reid, WCEH, Hawkinsville, Ga.

Need first class engineer. Transmitter and remotes. Experience not necessary. No announcing. Chief Engineer, WHAN, Charleston, S. C.

Engineer, 1st class. Good salary and working conditions. Write John Garrison, WFUN, Huntsville, Alabama.

Engineer-announcer. Starting salary $70.00 per week, WIRB, Enterprise, Alabama.

First class engineer, no experience required. Will train for combination work in 1,000 watt independent. Rush full details to P. O. Box 50, New Iberia, Louisiana.

Opening September 1st. Engineer with first class ticket. Write Ed Hawley, Pineville, W. Va.

Help Wanted (Cont'd)

Production-Programming, Others

News man . . . must have experience in gathering and writing local news to join top notch news staff. Top 5kw Midwest station. Send full background, photo, tape. Box 131R, BROADCASTING • TELECASTING.

Radio program manager wanted. Unusually good opening immediately available for experienced radio program-production manager at five kilowatt NBC affiliate in progressive western market. Must have microphone experience and be able to write and produce. Station has companion TV already in operation. Include recent photo with full details of qualifications. Box 203R, BROADCASTING • TELECASTING.

Pennsylvania daytime thousand watter needs news editor who can do some air work. Two tape recorders, Minitape and assistant. Excellent working conditions and opportunity to use your ability. Salary and extras. Box 206R, BROADCASTING • TELECASTING.

Woman broadcaster. 8 years experience. Knows continuity, traffic, air work. Available for radio or TV. South or East. References. $75. Box 221R, BROADCASTING • TELECASTING.

Florida coast station. Experienced girl to do all copy and traffic. Send resume, experience, photograph and sample copy. Box 223R, BROADCASTING • TELECASTING.

Experienced newsman to run beat and write news. Mike work possible but not necessary. Send full details and references to Box 235R, BROADCASTING • TELECASTING.

Announcer-copywriter, emphasis on latter, needed by top Southern independent. Must be dependable, sober, qualified to handle large volume. Excellent staff and working conditions. Permanent position. Write Box 236R, BROADCASTING • TELECASTING.

Experienced program director for regional network affiliate in Sunny California. Box 242R, BROADCASTING • TELECASTING.

Experienced girl copywriter. Secretarial experience and shorthand desirable. Above average pay. Penna. daytimer. Send lots of sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

Copywriter, fast prolific, dependable. Contact Dewey Long, Gen. Mgr., WABB, Mobile, Ala.

Commercial copywriter capable of creating good, selling radio copy. Woman preferred who is capable of some air work and developing her own program. Give radio station experience, age, marital status, salary requirements, photo. Permanent position with 25-year-old station. KSEI, Pocatello, Idaho.

Commercial copywriter. Immediate opening. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

Program director, busting with saleable ideas. Forward complete information and salary expected to Dewey Long, Gen. Mgr., WABB, Mobile, Ala.

Television

Managerial

Wanted—Television manager for new UHF station in South. Excellent opportunity. Please give television experience. References, salary expected. Write Box 288R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Manager or assistant-manager position, radio or television, sought by attorney with experience as announcer, newscaster, engineer; major in Air Force communications and electronics; industrious, sober, good organizer. Box 40R, BROADCASTING • TELECASTING.

Manager or sales manager seeks opportunity in Eastern area. Ten years of successful sales and management experience, largely with independents. Outstanding record in development of local and national spot business. Box 67R, BROADCASTING • TELECASTING.

Manager 7 years in local station. Age 32. Sell. Announce. Local programming. Civic-minded. A real worker who can make money for you. Proven results. Box 79R, BROADCASTING • TELECASTING.

Never failed in 7 years managing local station. Always made money. Can't buy into station. Box 204R, BROADCASTING • TELECASTING.

The Largest Source of Trained and Experienced

TELEVISION ENGINEERING MANPOWER IN THE WORLD

- *Construction engineers*
- *Lighting engineers*
- *Operations engineers*
- *Transmitter engineers*
- *Projection engineers*
- *Consulting engineers*

We can supply engineering personnel to build your station, man your facilities, and train your crews. Register now for prior consideration.

BROADCAST ENGINEERS UNLIMITED

6671 Sunset Boulevard ■ Hollywood 28, California

XUM

Situations Wanted (Cont'd)

Successful manager, excellent sales record and news commentator desires station with good potential. Box 226R, BROADCASTING • TELECASTING.

Manager with fifteen years experience desires managerial position with 250 watt station with purchase of ownership interest or stock purchase agreement. Box 240R, BROADCASTING • TELECASTING.

Available November for managerial position. Background of announcing, PD, promotion, merchandising, sales and general manager. Regional and national sales contacts, know and have industry references. Married, 38, interested net affiliate with TV pending. $10,000. minimum plus percentage. Interview only. Contact Box 265R, BROADCASTING • TELECASTING.

If your AM station is not showing the profit it should, there's a reason. If you want to correct it, write or wire. Results or no charge. Box 262R, BROADCASTING • TELECASTING.

Manager or program manager. Ten years radio, five years radio-television program-sales executive in two of nation's largest markets. Excellent record. Top industry references. Box 271R, BROADCASTING • TELECASTING.

Announcers

Family man with solid staff experience. Desires announcing position with congenial, regional station in northeast. Personal interview necessary. Box 85R, BROADCASTING • TELECASTING.

Qualified announcer. News, disc and interview type of shows. Single, draft exempt, 26, college radio degree. Presently employed at 5 kw net affiliate. Want good future with clean operation. Good references. Available soon. Will accept top job. Tape available. Box 115R, BROADCASTING • TELECASTING.

Announcer-engineer available last of September. Married veteran, desires permanent position with aggressive station. Tape and information on request. Box 201R, BROADCASTING • TELECASTING.

Comedy DJ, write own material, 8 years success story. Ace MC, audience or record shows. Ticket, married, exempt. No South. $100. Box 205R, BROADCASTING • TELECASTING.

Radio-TV, announcer-DJ. Presently employed, 5000 watter metropolitan area. College major: Radio-TV. Draft exempt, best references, consider any offer. Box 207R, BROADCASTING • TELECASTING.

Announcer, programming, disc jockey. Three years experience. Full details and disc on request. Box 209R, BROADCASTING • TELECASTING.

Experienced independent and network announcer-PD. Intelligent delivery. All phases radio and board, DJ, news, special events. Veteran, married. Interview desired. Box 213R, BROADCASTING • TELECASTING.

Football sportscaster—want to line up weekend games this season. Possibly some weekday games. Vicinity Southeast Pa. Have 2 years broadcasting college games. Box 225R, BROADCASTING • TELECASTING.

5 years experience. Announcing plus play-by-play and special events. Want Southern California. Available October 1st. Box 228R, BROADCASTING • TELECASTING.

Top hillbilly disc jockey. High Hooper and mail rating. Can also lead string band and do MC work. Some experience in programming. Four years as DJ. Box 230R, BROADCASTING • TELECASTING.

Experienced announcer five years. Desires larger market; operation involving production and programming. Salary requirement $80.00 minimum. Box 243R, BROADCASTING • TELECASTING.

DJ-announcer. Good all-round staff man. Strong all types music. Single, veteran. Box 244R, BROADCASTING • TELECASTING.

Seasoned sportscaster, play-by-play all sports, ad-lib selling specialist available soon. Excellent references. Veteran, college graduate, four years experience. Box 257R, BROADCASTING • TELECASTING.

Top man available September 15th. All phases—personality, staff, news. Fourteen years a professional. Box 258R, BROADCASTING • TELECASTING.

Experienced disc jockey with or without own show. Prefer east. Box 263R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Want a combo man to fill a night shift? Would it be good enough recommendation if two stations asked him to be chief? Available Sept. 10. The hitch—he wants to spend four years at a good college or university. Send for details and audition. Box 248R, BROADCASTING • TELECASTING.

Want western DJ with plenty of ability? Have ticket, musical talent, experience in western orks, DJ shows, board work, copywriting, news. Family man. Do entire show myself or augment with records. Box 252R, BROADCASTING • TELECASTING.

Newsman—Two years staff announcing. Experienced gathering and writing local news. MA Journalism. Veteran, single, 26. Prefer New York-New England area. Box 256R, BROADCASTING • TELECASTING.

Two years announcing. Copywriter, also staff pianist, arrange. Married. Steady, excellent references. Charles Lord, 510 Moro, Manhattan, Kansas, after 6:00 P.M.

Talented team, chief announcer women's PD, desire TV-radio. Excellent background all phases. Specialize: children's, audience shows, DJ, MC, professional musical entertainers. Call evenings, St. Joseph, Michigan, 3-4518.

Technical

Shirtsleeve engineer with degree and 12 years experience is looking around. Box 941P, BROADCASTING • TELECASTING.

Have second phone, class A amateur. Single, 27, new car. Am about ready for first phone. Would like work while obtaining first phone. Will stay after I get license. Reasonable wages. Work for anyone who can get FCC permit for me. Experience on 5000 watt Gates and Apex recorders. Box 210R, BROADCASTING • TELECASTING.

Engineer, first phone. Two years experience. No announcing. Draft exempt. Notice required. Box 211R, BROADCASTING • TELECASTING.

First phone, 3 months experience, looking for future, East preferred. Box 212R, BROADCASTING • TELECASTING.

First class license operator wants transmitter job. Box 214R, BROADCASTING • TELECASTING.

First phone, no broadcasting experience, 4 years TV experience, technical school graduate. Box 216R, BROADCASTING • TELECASTING.

First class ticket, some experience transmitter and DJ. No announcing. Box 218R, BROADCASTING • TELECASTING.

Engineer. Experienced all types thru 5 kw directional. Permanent paying position. Prefer chief in small or new station. West, Midwest preferred. Box 219R, BROADCASTING • TELECASTING.

Would like to do console board work in South. No announcing. No license. Box 232R, BROADCASTING • TELECASTING.

Experienced engineer, college man, draft exempt. Permanent position near New York. Box 238R, BROADCASTING • TELECASTING.

First phone, no broadcast experience. Radio-TV three years, technically trained. Single, 27. Prefer Midwest. Box 261R, BROADCASTING • TELECASTING.

Experienced transmitter operator available. Requirements? Lewis Sherlock. General Delivery, Denver, Colorado.

Engineer, colored, first class license. 15 years technical radio experience. Available immediately. Call Main 2-4678, Karl Vann, 672 Park Place, Brooklyn, New York.

Engineer—4 years experience. 3½ chief. Married. Can do combo. Looking for permanent position. Reply to P. O. Box M, Double Springs, Alabama.

Production-Programming, Others

Experienced girl with secretarial, traffic, bookkeeping, typing, promotional work, selling knowledge, desires employment Rocky Mountains area. Box 227R, BROADCASTING • TELECASTING.

Newsman—Skilled as reporter, writer, editor, announcer. Eight years experience all phases radio. Some TV experience. Box 229R, BROADCASTING • TELECASTING.

News, continuity writer, 23, discharged Army officer. Experience in 5000 w Northern California station. Southern California area preferred. Box 233R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

News director, four years network-indie experience. College, 29, married. Write, announcer, lively commentaries, local coverage. Promotion, program ideas. Box 237R, BROADCASTING • TELECASTING.

Copywriter. Mature male highly experienced all phases. Available 15th. Northeast. Box 259R, BROADCASTING • TELECASTING.

Television

Managerial

TV manager or radio station planning television. Twelve years experience radio and television stations including installation of new television station. Former TV salesmanager of metropolitan station. Now salesmanager of radio transcription company. College graduate, age 33. Available for New York contact. Box 267R, BROADCASTING • TELECASTING.

Salesmen

College graduate with one year experience in sales promotion with national organization due for Army discharge this month. Desires selling job in TV, preferably East. Box 222R, BROADCASTING • TELECASTING.

Technical

Television engineer, experienced, degree, first phone. Wishes to discuss opportunities with organization now planning TV. Box 249R, BROADCASTING • TELECASTING.

Television engineer, 13 months studio, control and projection experience. Excellent references. Contact Russell Elias, 6014 Stenton Avenue, Philadelphia, Pennsylvania.

Production-Programming, Others

Established TV personality, producer, director desires position in more competitive market or new TV station. Top qualifications. Box 253R, BROADCASTING • TELECASTING.

For Sale

Stations

Newspaperman small West Texas town, silent partner in 250 w daytime, wants hear from young man ambitious buy part or all station, take charge. Average 15-20% return on 30M for 4 years. No distress, no lengthy correspondence, want interview after exchanging letters. Box 245R, BROADCASTING • TELECASTING.

Best chance you'll ever have to get a station of your own as low as $5,000 down. Unlimited 250 watt station in western farm town, now under-financed. Excellent opportunity for good living for man and wife or one or two engineer-owners. Box 255R, BROADCASTING • TELECASTING.

Northwest. Rich agricultural area. 250 w. Can be made to earn $1,000 month. $12,500 with $5,000 down. Box 276R, BROADCASTING • TELECASTING.

Western and midwestern station. Independents, affiliates. Priced from $12,000 up. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Profitable fulltime local independent in Pacific Northwest single-station market. High potential. $25,000 down and good terms on balance. See this one—you'll like it. Box 254R, BROADCASTING • TELECASTING.

For Sale (Cont'd)

Equipment, etc.

For quick sale. 3 kw General Electric FM transmitter, General Electric FM frequency and modulation monitor—like new. Box 120R, BROADCASTING • TELECASTING.

Magnecord tape recorder PT6-J and PT6-AH, in portable cases. Perfect condition, $385.00. Box 215R, BROADCASTING • TELECASTING.

Ampex model 400 in portable case, perfect condition, used little. $650. Box 247R, BROADCASTING • TELECASTING.

For sale on or about January 1, 1953 one GE six bay superturnstile model TY-14F gain 6.4 complete with deicers and deicer control. Also, one RCA FM four section pylon antenna type No. BF-14D, gain 5. Box 250R, BROADCASTING • TELECASTING.

Collins 300FS 250 watt transmitter. Now in operation, KROS, Clinton, Iowa. Best offer takes.

Complete equipment for 250 watt station, including transmitter, monitors, limiter, console, turntables, tower and associated equipment. Bargain. KSYL, Alexandria, Louisiana.

1 kw Collins. Consider best offer above $2200 FOB KWTO. Immediate possession. J. R. Adams, 223 Spring, Webster Groves 19, Mo.

One WE type 506-B2, 10 kw. FM transmitter, complete with one set of tubes. One WE type 5-A FM frequency and modulation monitor. One WE type 54-A, 4 bay clover leaf antenna. 150 ft. type 300 Wincharger tower, never erected; complete top plate guy wire strain insulators. Other small items also available. Sold as complete lot or separately. Contact Chief Engineer, Radio Station WAMS, Wilmington, Delaware.

Western Electric type 9A reproducers, three complete sets with four heads, two heads new, two need overhaul. Complete lot $180.00. WBUY, Lexington, N. C.

RCA BTF - 1c grounded grid FM transmitter 1 kw complete set of tubes plus spare set, frequency range 88 to 108 megacycles. One Andrew multi-Vantenna 1.6 gain. Also transmission line monitor and harmonic filter RCA series MI-28155. Best offer. WDHN, New Brunswick, N. J.

There's money in FM with fixed frequency, pulse operated receivers for music subscribers, storecast, etc. WEAW, Evanston, Ill. has 100 extra receivers for sale.

Wanted to Buy

Stations

Experienced individuals want to purchase 250 watt or 1 kw station on Pacific Coast. Terms. Box 241R, BROADCASTING • TELECASTING.

Present manager wants to buy small market operation in Upper Midwest. No brokers please. Write Box 260R, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted—1 kw AM transmitter, state model and price. Box 98R, BROADCASTING • TELECASTING.

(Continued on next page)

Classified Advertising

DEADLINE

- ***undisplayed*—Monday preceding publication date**
- ***display*—Tuesday preceding publication date**

Wanted to Buy (cont'd.)

Wanted immediately—8 ring Collins FM antenna mounted on 1⅝" line for 96.9 mtg. One kw AM transmitter. Station in Alabama. Box 105R, BROADCASTING • TELECASTING.

All or any part of used equipment for 1000 watt station. Let us know what you have to offer. Write Box 142R, BROADCASTING • TELECASTING.

Used 200 to 250 foot tower. State price, condition, location. Box 208R, BROADCASTING • TELECASTING.

Wanted—Immediate need 1 kw FM transmitter and monitors. Reply Box 246R, BROADCASTING • TELECASTING.

1 kw FM equipment and side mount antenna. Must be cheap. WSOK, Nashville, Tennessee.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

HIGH TYPE COMBINATION

PROGRAM DIRECTOR | DISC JOCKEY

with knowledge of news preparation.

TWO CAPABLE

OPERATORS

With first class tickets immediately.

Good pay for clean, sober individuals.

1,000 watt clear channel station with TV application pending in major Midwest market.

Box 239R, BROADCASTING • TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D. C.

For Sale

Equipment, etc.

FOR SALE

Several RCA image orthicon camera chains without lenses.

Box 224R, BROADCASTING • TELECASTING

Situations Wanted

Managerial

HIGH POWERED

Promotion Manager With Proven Sales Record

WANTS

Commercial Manager or Station Manager's

JOB

with run-down independent station in large, tough competitive market. West Coast preferred—on percentage basis.

Box 234R, BROADCASTING • TELECASTING

Announcers

AVAILABLE NOW

ONE OF AMERICA'S TRULY OUTSTANDING RADIO AND TV SPORTSCASTERS

15 MAJOR ANNOUNCING TROPHIES
4 NATIONAL AWARDS
10 PROMINENT SPONSORS

16 YEARS EXPERIENCE
MORE THAN 4000 PLAY-BY-PLAY EVENTS
BASEBALL FOOTBALL BASKETBALL HOCKEY

BROCHURE ON REQUEST

ADDRESS:

BOX 155R, BROADCASTING • TELECASTING

For Sale

Equipment, etc.

FOR SALE

All or any parts of the following equipment:

8—Custom made program amplifiers less VU meters
4—Custom made line amplifiers
6—Custom made pre-amplifiers
5—Custom made announcer studio consoles
1—Custom made private line telephone switchboard
6—Metal consoles with fader strips, monitor and switching panels including bridge type faders
1—Electronic chime
1—Complete McElroy Code School equipment comprising tape pullers, oscillator and tape maker
1—RCA 55A amplifier
15—Type 33B jack strips
22—Type 33A jack strips

All above equipment now being used. Inspection Invited.

Write or wire:

L. E. Littlejohn
Radio Station WFIL
Philadelphia 7, Pa.

BUYING HABITS

Are Analyzed in Survey by WFMT (FM) Chicago

COMPOSITION of loyal listeners, and what they buy, has been analyzed by WFMT (FM) Chicago for its sales presentations to clients. Programming to a selective audience which has shown its loyalty to the station and its sponsors, WFMT discovered characteristics advertisers are seeking more and more from media.

Professional persons in WFMT's listening audience, for example, number 55.4% of the total, with 27.2% managers, executives or owners, and 14.1% students or other non-working persons.

Results of a mailed questionnaire proved what station manager Bernard Jacobs and his wife, Rita, who helps him, have believed for a long time. Since December 1951 they have operated a class station, programming serious unabridged music, poetry and high-level BBC and dramatic recordings. From 3 p.m. to midnight, they accept only two-and-one-half minutes of commercials hourly from selected sponsors. Program continuity is never broken by a commercial.

They're making money, Mr. Jacobs says, but in an effort to make more he decided to back up his hunches with more teeth for sales pitches. Research was based on a mailing list of persons who had sent $5 to WFMT for a one-year subscription to its monthly program listings. Of 1,350 persons contacted, 748 returned a four-page detailed questionnaire on such things as buying habits and buying plans. The return was 55.4%.

WFMT discovered its listeners are well-educated, and have above-average incomes. Education-wise, 86.7% have had some college training; 8.5%, some high school, and 2.3%, some grammar school. On incomes, 30.4% earn $5-$8,000 yearly; 31.6% earn $2-$5,000, and 29.4% receive more than $8,000. Only 4.6% earn less than $2,000.

Cars are owned by 63.4%, and non-owners number 35.9%. Television sets are in only 25.2% of the homes, not in 73.7%. Mr. Jacobs interprets this as an especially strong sales argument for his station, as Chicago is saturated heavily with TV. Telephones are found in 86.9% of homes.

To determine buying habits and frequency for products needed now and in the future, WFMT requested listeners to check items to be purchased the following week and month, and gifts to be bought. Products and service reminders were printed as aids, with an open comment section also. Details were sought on the exact description of each item to be bought, the high and low price range and the shop where it probably would be purchased.

Hobbies and Crafts

Most popular hobbies, avocations and crafts follow: Music, concerts, 33.1%; painting, art, 16.9%; books, poetry, 27.9%; gardening, 12.2%; photography, 19.9%; needlework, sewing, 13.1%. General sports ranked a low 3.4% generally, and the highest single sport was golf at 6.6%.

Families with charge accounts totaled 61.9%, without, 38.1%. Marshall Field & Co. has the largest number of WFMT listeners as customers, with 46.6%, followed by Carson, Pirie, Scott & Co., 39.8%, both high-quality "loop" area stores. Next in order were Mandel Bros., 15.4%; The Fair, 15.4%; Charles A. Stevens, 11.0%; Saks Fifth Ave., 7.3% and Bonwit Teller, 5%. The last three are large women's specialty stores.

Results from analysis of "next week's" shopping list showed, for example, that 88% of the respondents planned to buy eggs; 26.2%, spices; 3.4%, canned poultry; 76.7%, soaps and detergents; 74.8%, dry cleaning, and 51.2%, cigarettes. On the monthly shopping report, 33.6% planned to buy flowers and candles; 44.9%, razor blades; 8.8%, perfumes; 7.7%, home permanents, and 21.7%, vitamins.

PACIFIC NORTHWEST

$45,000.00

Profitable fulltime independent. In growing diversified industrial and agricultural community. Excellent opportunity for owner-manager operation. Liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

FARM DIRECTOR

50,000-watt network station interested in interviewing well established midwestern farm director.

Must be able to build and produce own programs. Also must have commercial agricultural connections and successful radio commercial background. In replying please give complete qualifications and enclose picture. All inquiries will be in strictest confidence. Unusual opportunity for advancement. Box 251R, BROADCASTING • TELECASTING.

XUM

FCC Actions

(Continued from page 83)

removed from hearing docket.

August 27 Applications . . .

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

WKAB Mobile, Ala.; WGBS Miami; KIKI Honolulu; WASL Annapolis, Md.; KPBM Carlsbad, N. M.; WBBO Forest City, N. C.; KSEO Durant, Okla.; KTOW Oklahoma City; KDDD Dumas, Tex.

AM—1010 kc

KPOO San Francisco—Mod. CP to increase power from 1 to 2½ kw and change trans. and studio location.

APPLICATION RETURNED

Following applications for renewal of license were returned:

WKAB Mobile, Ala.; WGBS Miami.

TENDERED FOR FILING

Change Transmitter Location

KRMS Eldon, Mo.—Mod. CP to change trans. and studio location from Eldon, Mo., to Osage Beach, Mo.

August 28 Decisions . . .

BY COMMISSION EN BANC

AM—1380 kc

WBEL Beloit, Wis.—Granted CP to increase power from 1 to 5 kw-D; install DA and change trans. location; engineering conditions.

Extension of SSA

KWBU Corpus Christi, Tex.—Granted request for extension of SSA for period ending Nov. 1, 1952, to operate on 1030 kc, 50 kw-D.

KOB Albuquerque, N. M.—Granted extension of SSA for period of 30 days from Sept. 1, 1952, to operate on 770 kc, 50 kw-LS, 25 kw-N, unl.

Extension of Temporary Authority

WIBK Knoxville, Tenn. — Granted extension of temporary authority to operate station on 800 kc, 1 kw-D, for 90 days to expire Dec. 1, 1952, or until 30 days after conclusion of proceedings in the Supreme Court which have been instituted by applicant, whichever period shall be shorter.

Advised of Hearing

WUST-FM Bethesda, Md.—Is being advised that application for renewal of license raises question of whether station is being operated in public interest in view of policy on broadcasts of horse racing material, and indicates necessity of hearing in order to determine qualifications of licensee to continue operation.

License Renewals

Following stations were granted renewal of licenses for the regular period:

WOPA-FM Oak Park, Ill.; KPPC Pasadena, Calif.; WKLX Lexington, Ky.

Reinstatement of CP

WVOW-FM Logan, W. Va.—Granted application for reinstatement of expired CP for Class B FM, bearing expiration date of 3 months.

Extension of Authority

WGCH Greenwich, Conn.—Granted extension of authority to remain silent for period ending Sept. 15, pending financial reorganization. Station not to resume operation prior to Commission approval in event reorganization results in transfer of control.

WHLI to Add Studios

WHLI-AM-FM Hempstead, N. Y., last week began constructing a tape recording studio and a fully equipped emergency studio. Chief Engineer Frank E. Knaack is directing the program. Station officials said the tape recording studio would enable WHLI to expand local coverage.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH AUG. 28

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	129	320	211
FM Stations	635	582	73	21	8
TV Stations	109	97	54	794*	132

* Filed since April 14.

(Also see Actions of the FCC, Page 82.)

For Television Grants and Applications, See Page 60.

Non-Docket Actions . . .

AM GRANTS

Bartow, Fla. — William Avera Wynne. Granted 1460 kc, 1 kw daytime, antenna 200 ft. Estimated construction cost $20,350, first year operating cost $36,000, revenue $45,000. Sole owner of grantee is **William Avera Wynne,** owner of WEED Rocky Mount, N. C. Filed Sept. 11, 1951; granted Aug. 28, 1952.

Lincolnton, N. C. — Lincoln County Bcstg. Co. Granted 1270 kc, 500 w daytime, antenna 205 ft. Estimated construction cost $13,275, first year operating cost $24,000, revenue $36,000. Sole owner of grantee is **J. A. Polhill,** president and manager of Polhill Chevrolet Co., Lincolnton. Filed Sept. 10, 1951; granted Aug. 28, 1952.

LaFollette, Tenn.—LaFollette Bcstg. Co. Granted 1450 kc, 100 w fulltime, antenna 150 ft. Estimated construction cost $10,874; first year operating cost $36,000, revenue $45,000. Principals include President **William Lafayette Sharp Jr.** (4.3%), president and ⅔ owner of Sharp Distributing Co. (Gulf oil products), LaFollette; Vice President **William J. Hatfield** (8.7%), president and 47% owner of Oak Ridge Drive-In Theatre, Oak Ridge, Tenn., and 50% owner of Penfield & Pelfren Inc. (Edgewood Steak House), Oak Ridge, Tenn.; Secretary-Treasurer **Edward F. Wheeler** (6.5%), 50% owner of Tri County Motor Co., LaFollette; **Marvin Lee Paul** (8.7%), chief engineer at WATO Oak Ridge; **Frank E. Pellegrin** (13%), 23% owner of H-R Representatives Inc., 35% owner of KSTL St. Louis and 33% owner of WATO, and **Carlin S. French** (8.7%), 23% owner of H-R Representatives Inc. and 33% owner of WATO. Filed March 15, 1951; granted Aug. 28, 1952.

Waxahachie, Tex.—Cen-Tex Bcstg. Co. Granted 1390 kc, 500 w daytime, antenna 195 ft. Estimated construction cost $17,070, first year operating cost $24,000, revenue $46,000. Sole owner of grantee is **Pierce P. Brooks,** president and 51% owner of National Bankers Life Insurance Corp., Dallas, Tex. Filed Sept. 17, 1951; granted Aug. 28, 1952.

TRANSFER GRANTS

KOA-AM-FM Denver — Granted assignment of license from National Bcstg. Co. to **Metropolitan Television Co.** for $2,250,000. Principals in assignee include President **William Grant** (10.16%), Denver attorney; **Quigg Newton** (3.62%), mayor of Denver; **Hope Productions Inc.** (50%) (of which Bob Hope, motion picture actor, is sole owner), and **Hendrie & Balthoff** (14.05%) (mining and industrial equipment and RCA-Victor distributor), Denver. Assignee also is applicant for Ch. 4 in Denver [see TV Applications, B•T, July 7]. (See story, page 27.) Granted Aug. 28.

WFKY Frankfort, Ky.—Granted relinquishment of control from W. Wallace Robinson, et al., to President **James F. Cox** (34%) and Secretary-Treasurer **W. E. Kinsey** (19%) for $15,900. Granted Aug. 28.

WOSC Fulton, N. Y.—Granted transfer of control to **Alvin I. Richardson,** and **Jack S. Burgess** for $8,100. Mr. Richardson will have almost sole ownership of station; he is president of Raceway Equipment Inc., Oswego, N. Y. Mr. Burgess is employe of WOSC. Granted Aug. 28.

WHGB Harrisburg, Pa.—Granted assignment of license from Herbert Kendrick and G. L. Hash, a partnership, to **Kendrick Bcstg. Co.** Mr. Hash sells his 50% interest to **Triangle Pub. Inc.,** licensee of WFIL-AF-FM-TV Philadelphia and publishers of *Philadelphia Inquirer* and *Seventeen* magazine, for $100,000. Granted Aug. 28.

WFBC-AM-FM Greenville, S. C.—Granted transfer of control from a trust to individuals who are beneficiaries under the trust (all of whom are principals of Greenville News-Piedmont Co.). Control would be assumed by the following: **Laura C. Peace,** President **Roger C. Peace,** Vice President **Charlie Peace, B. H. Peace Jr., Gertrude Peace Leake, Laura Peace Echols** and **Frances Peace Graham;** each will have 11.9% interest. No actual change of ownership or control; no monetary consideration. Granted Aug. 28.

WPLI Jackson, Tenn.—Granted assignment of license to **WPLI Bcstg. Co.** from George Arthur Smith, who sells 50% interest to his brother, **R. B. Smith Jr.,** for $16,000. R. B. Smith is 50% owner of Smith Funeral Home, 50% owner of Peoples Protection Life Insurance Co. and owner of Smith Furniture Co., all in Jackson. Granted Aug. 28.

New Applications . . .

AM APPLICATIONS

Denver, Col.—Denver Bcstg. Co., 990 kc, 1 kw daytime; antenna 235 ft. Estimated construction cost $46,300, first year operating cost $72,000, revenue $90,000. Principals include general partners **Frank Donald Hall** (80%), owner of Climax Oil & Supply Co. (gasoline and oil distributor), Denver; **Archie H. Yetter** (10%), pastor at Ashgrove Community Church, and **John T. Roscoe** (10%), chief engineer of KYOU Greeley, Col. Filed Aug. 21.

Greensboro, N. C.—Interstate Bcstg. Co., 1580 kc, 500 w daytime; antenna 166 ft. Estimated construction cost $12,750, first year operating cost $24,000, revenue $36,000. Principals include equal (50%) general partners **John C. Greene Jr.,** commercial manager for WRHI Rock Hill, S. C., and **S. Vasco Yonce,** owner of Yonce Motor Co., Rock Hill. Filed Aug. 21.

FM APPLICATIONS

Santa Clara, Calif.—The U. of Santa Clara, 90.5 mc, ERP 608 w; antenna height above ground 108 ft. Estimated construction cost $1,450. **Herman J. Hauck, S. J.,** is president of applicant. (Noncommercial educational station application.) Filed Aug. 18.

Manitou Springs, Col.—Garden of the Gods Bcstg. Co., 101.7 mc (Ch. 269), ERP 623 w; antenna height above average terrain minus 1,499 ft. above ground 100 ft. Estimated construction cost $4,452 (some equipment already on hand), first year operating cost $8,500, revenue $17,280. Principals include President **C. M. Edmonds** (50%) and Treasurer **Mrs. C. M. Edmonds** (50%). Mr. and Mrs. Edmonds are owners of Research Associates, a laboratory devoted primarily to design, construction and installation of high-quality sound equipment for reproduction and recording, and operate a sound recording studio. Filed Aug. 18.

Deletions . . .

TOTAL deletions of licensed stations since Jan. 1: AM 6, FM 6, TV 0. New deletions:

KGMO-FM Cape Girardeau, Mo., license. "Economically unsound to continue FM operation after earnestly trying to build an FM audience."

WDHN (FM) New Brunswick, N. J., license. Economic.

WTPS-FM New Orleans, La., CP. No reason given.

WRYO Rochester, Pa., license. No reason given.

RADIO SOLE MEANS

To IIA Ends, Says Compton

RADIO is the only means of access to people behind the Iron Curtain and there is evidence of a "substantial regular listening audience" despite Soviet obstructionist tactics, Dr. Wilson Compton, International Information Administrator, declared Friday.

Speaking to the annual AMVETS convention in Grand Rapids, Mich., Dr. Compton told delegates: "We are holding our own in the Middle East" and "making some gains in Southeast Asia." Limitation of international information activities to radio puts a "heavy responsibility" on the Voice of America, he said, adding that the Voice currently is beaming the U. S. "Campaign of Truth" in 46 languages to a potential worldwide audience of 300 million people.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Peer

ADIOS

On Records: Gisele MacKenzie—Capitol; Andrews Sisters—Decca; Glenn Miller—Victor (re-issue); Stanley Black—London.

Exclusively licensed by BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

New Details Seen In 'Red' Probe

(Continued from page 27)

Ober, Addie Richton, Howard Rodman and Jack Bentkover.

Mr. Marion is an ABC staff writer. Mr. Konoy is an NBC staff writer. The others are free-lance writers.

Mr. Hartnett identified himself as a one-time Phillips H. Lord producer, supervisor of *Gangbusters*, lecturer on Communist influence in the theatrical field and Navy intelligence officer during World War II. RWG officials said he is not a member of the guild.

Mr. Hartnett's major target was radio-screen writer-novelist Millard Lampell. Mr. Hartnett termed Mr. Lampell the "triple-threat man of the Communist Party." He read a long list of purported subversive organizations with which he said Mr. Lampell was identified. Among the organizations was the People's Radio Foundation which unsuccessfully sought an FM broadcast license in New York.

Mr. Hartnett also named Robert C. Lyon Jr. (Peter Lyon) as pro-Communist, claiming he, too, was affiliated with a large number of suspected organizations.

Mr. Hartnett likewise voiced his suspicions of a group of writer-publishers. He named Angus Cameron, editor of Little-Brown & Co.; Kenneth McCormick, executive editor of Doubleday & Co.; Jack Goodman, editor of Simon & Schuster; Joseph Barnes, assistant to Mr. Goodman and a teacher at Sarah Lawrence College for girls, Bronxville, N. Y. Mr. Barnes is a former foreign news editor for the *New York Herald-Tribune*.

Charges Left-Wing Blacklist

Miss Knight, identifying herself as an author and radio writer and a founder of RWG, charged a left-wing blacklist existed. She said there were important radio and TV shows "where it is quite impossible for anyone who is not a left winger to obtain a hearing and to work and to write."

She said the alleged pro-Communist element in RWG had been trying to get a "stranglehold on the guild rather than to put information or propaganda of their own in programs."

Mr. Milton, who said he was a radio writer, drew an analysis of RWG leadership activities and the Communist Party line. Most of this was in connection with RWG's activities on alleged blacklisting of leftists in radio-TV.

He averred RWG was urged to hire Clifford Durr, former president of the National Lawyers Guild and an ex-FCC commissioner to defend "blacklisted" members.

He also claimed purported left-wing members attempted to foment a wildcat strike against the networks when the guild was on the eve of signing a contract in 1947. He said they obstructed a contract with advertising agencies and advertisers because they did not wish to sign an anti-Communist affidavit to secure NLRB certification.

Mr. Milton recounted instances where alleged pro-Communists "boosted" each other in jobs and writing assignments.

Mr. Kelley, one-time eastern region RWG vice president and subsequently on the national council until his resignation in 1950, recounted his knowledge of the agitation during negotiations with advertising agencies and advertisers and certification by NLRB.

He also told how a resolution he introduced at a council meeting in 1948 offering the services of RWG members to the government in time of emergency failed for want of a second. A similar resolution he offered in 1950 at the start of the Korean War was tabled by the council majority, he said.

Cites Leadership Acts

Mr. Kelley said the RWG leadership attempted to put the guild on record denouncing the American Legion and the *Brooklyn* (N. Y.) *Tablet* (an anti-Communist Catholic newspaper) and in support of the fight to save Willie McGee (Mississippi negro executed for rape of a white woman). He also said copies of the Stockholm Peace Petition, which has been identified as Communist-inspired, were circulated at meetings.

Large majority of RWG members are anti-Communist, Mr. Kelley said, but most meetings are attended by 50-70 members who seem pro-Communist in sympathies.

Mr. Lyon testified that he had worked for Time Inc.'s *Architectural Forum* and March of Time and had written scripts broadcast on all networks. He said he had been employed by the Office of War Information, the Coordinator of American Affairs and the Treasury Dept.

Mr. Lampell testified that he had written and produced many radio shows prior to World War II. During his service in the Army, he said, he produced and directed Air Force radio programs, wrote a special cantata for the Treasury Dept. and another for the Freedom Train tour of the U. S. After the war, he said, he wrote radio scripts and also worked as a screen writer for Warner Bros. and Columbia Pictures. He said he was author of a novel, *The Hero*, and of a novelette in *Argosy* magazine.

Both Mr. Lyon and Mr. Lampell were repeatedly asked if they had worked with Norman Corwin, well-known radio writer.

The RWG statement called the testimony the "latest in a two-year series of efforts by a self-admitted minority group to rule or ruin this organization."

"They will fail again because their charges are not true," the RWG answer declared.

RWG claimed the organization had never supported any political party, platform or candidate and "has never aligned itself with or supported any Communist or pro-Communist organization."

The statement said that the purpose of RWG and of the Authors League of which it is a part is the promotion of the professional and economic interests of its members. It said RWG has 1,200 members.

McCarran's Warning

Sen. McCarran warned in his statement that "those who are responsible for its [TV's] development must also accept responsibility for its character and the type of programs it channels into the homes of America."

Referring to the testimony taken by the subcommitee studying Red influence in radio and TV, Sen. McCarran added:

We found, strategically placed to take advantage of television's progress, persons who refused to say under oath whether or not they belonged to the Communist Party but who were described by other persons, under oath, as either Communists or very active pro-Communists.

In straight news coverage, such as that of the national political conventions, there is little opportunity for subversive influences to work. However, the entertainment programs, which, after all, provide the bulk of television offerings, are very susceptible in this respect.

The Nevada Senator also said:

I must point out that the 1,200 to 1,500 members of the Radio Writers Guild who have allowed less than 100 pro-Communists to take over their organization must share equally in responsibility for the subversive activities of those few whom they permit to use the name and power of the organization. Nor can the parent organization, the Authors League, be absolved from blame, so long as it allows such a situation to exist.

LABOR RELATIONS

ABC Names Werne Director

DR. BENJAMIN WERNE, adjunct professor of industrial relations at New York U., has been appointed national director of labor relations for ABC, a newly created post, ABC Vice President Ernest Lee Jahncke announced today.

Dr. Werne will be responsible for all of ABC's labor relations across the country, with the network's offices in Chicago, Detroit, Los Angeles and San Francisco coordinating labor relations through his department. ABC now has 74 contracts with radio and TV labor unions. Omar F. Elder Jr., of the ABC legal department, continues as the company's attorney on labor relations.

Rollins Nominated

JOHN ROLLINS, owner of WFAI Fayetteville, N. C., WJWL Georgetown, Del., and WRAD Radford, Va., has been nominated by the Delaware Republican Party to run for office of Lieutenant Governor of the state. Mr. Rollins, in addition to his radio interests, is head of Rollins Fleet Leasing, a firm specializing in the leasing of car fleets to business corporations.

SWG-ALA HEADS

Explore Strike Aid Steps

STEPS to assist Screen Writers Guild in its strike against the Alliance of Television Film Producers were explored at a meeting in New York Wednesday between Mary McCall, SWG president, and Authors League of America officials. The strike in Hollywood, affecting 13 production firms, began August 11 [B•T, Aug. 11].

ALA announced results of a referendum among ALA members on withholding material from producers. It disclosed 1,139 members approved such action and 63 opposed it. Accordingly, ALA announced, all members must abide by the proposal and violators will be subject to disciplinary action.

At the meeting were Rex Stout, ALA president, and Eric Barnow, secretary. An ALA spokesman said other means of aiding SWG were discussed but could not be revealed now.

Two weeks ago ALA, in another move to assist the strikers, sent a letter to advertising agencies servicing sponsors of ATFP films, warning of "the possible effect that our action (support of the strike) will have upon you and your client."

Other unions in the entertainment industry have not followed the ALA course. Both the Radio Writers Guild and the Hollywood AFL Film Council refused to support the strike and a new union, Television Writers of America, was formed Aug. 20 [B•T, Aug. 25].

Royalties Main Issue

Main issue of SWG's dispute with ATFP is the union's demand for royalty payments to TV writers [B•T, Aug. 11].

At first officers of the RWG western region were noncommittal on ALA's group order that RWG line up immediately in support of the SWG strike against ATFP. Hollywood radio writers said Thursday, however, that their guild had no choice but to abide by the will of the majority. An RWG meeting was expected to be called to discuss the order.

TvWA continued organizational efforts among TV writers at a luncheon Thursday in Hollywood.

Attacking efforts to form a new TV writers organization, SWG in an 11-page "white paper," received Monday by its 1,200 members and 1,000 RWG members, listed "all the facts" in the strike against Alliance of TV Film Producers and the controversy between the two guilds.

In urging RWG members to support the strike, the SWG "white paper" declared, "Our quarrel is not with you—not with the rank and file of the membership but with some of your leaders, their conduct and the course of action that they have recommended...."

XUM

Politico Outlay

(Continued from page 29)

cratic National Committee, is serving as advance man, making necessary arrangements for major radio-TV speeches.

John Alexander, producer-director at WBKB (TV) Chicago for four years, has been loaned to Gov. Stevenson at the latter's request for the duration of his Presidential campaign. Mr. Alexander, who will serve as a radio-TV adviser and director, begins his tour with the Governor this week. Services of another staff man were offered to Gen. Eisenhower, but no reply had been received late last week.

Pow-wow Tomorrow

Democratic powwow in Springfield tomorrow (Tuesday) should provide a better weather vane on the party's radio-TV plans. Wilson Wyatt, Gov. Stevenson's personal campaign manager, Stephen Mitchell, national committee chairman, and Mr. Fry will air strategy. The Democrats are expected to spend around $2 million for radio-TV, matching GOP expenditures on timebuying.

The party's Radio-TV Victory Chest has been described as successful thus far, but Mr. Mitchell again has called on party supporters to get in their contributions. The expense of buying TV time is greatly emphasized.

Of course, allied groups will be expected to do their part—groups like the Stevenson-Sparkman clubs, Volunteers for Stevenson and others being set up nationally, not to mention help from CIO and AFL, among others.

An example is the New Jersey Democratic organization which last Wednesday sponsored television coverage of Gov. Stevenson's speech on WOR-TV New York (6-6:30 p.m.) and on WNJR Newark—from the state Democratic rally at Asbury Park, N. J.

Public service time also was afforded the Governor for his American Legion speech Wednesday, with coverage by WNYC New York, as was given to Gen. Eisenhower last Monday. WMCA carried his talk before the state convention and WJZ-TV his speech to the Liberal Party Thursday.

A similar Democratic rally in Baltimore last Tuesday was carried by CBS-TV, 9:30-10 p.m., and also given radio coverage. It was presumed coverage was purchased by local Democrats.

Sen. Nixon, meanwhile, has promised to campaign without letup throughout the U. S. starting in New England Sept. 2. Broadcast speeches have been scheduled for that date in Bangor, Me.; Sept. 3 in Rockland, Me. (reboardcast); Sept. 4 in Hartford, Conn.; Sept. 7 in Boston. Radio and/or TV dates or networks are being set by Mr. Rogers, Hollywood advertising executive.

NEW OWNERS of KOIN Portland, Ore., comprising Mt. Hood Radio and Television Broadcasting Corp., confer on station plans following approval by FCC of purchase for $700,000 from Marshall Field's KOIN Inc. [B•T, Aug. 18]. Officers and stockholders in Mt. Hood include Theodore R. Gamble (seated), chairman of board, and (l to r, standing): Harry H. Kahn, assistant secretary; Harvey S. Benson, director; Edward G. Burke Jr. (rear, dark suit), vice president; Harry H. Buckendahl (front, light suit), vice president; Sherrill C. Corwin; Ralph E. Stolkin, vice president; C. E. Phillips, secretary-treasurer; C. Howard Lane, president, and Theodore W. Cooke, director. Paul A. O'Bryan, Washington counsel, is at right. Same group, through different firm, also received approval for purchase of Mr. Field's KJR Seattle for $800,000.

CONSUMMATING sale of KJR Seattle Aug. 23 by Marshall Field to Mount Rainier Radio & Television Broadcasting Corp. for $800,000, companion transfer to that of KOIN Portland (see picture above), are these representatives of buyer and seller. Seated is J. Archie Morton, Mount Rainier vice president, who continues as KJR general manager. Standing (l to r): Harry H. Kahn, attorney; Edward G. Burke Jr., Mt. Rainier; Theodore R. Gamble, Mt. Rainier board chairman; W. Byron Lane, Seattle attorney and Mt. Rainier director; Carl J. Weitzel, vice president of Field Enterprises Inc., Chicago; Ralph E. Stolkin, Mt. Rainier; Sherrill C. Corwin, Mt. Rainier secretary, and C. Howard Lane, Mt. Rainier president. Mr. Kahn represents Messrs. Stolkin, Burke, Corwin and Gamble. W. Byron Lane continues as local KJR counsel under new owner.

DEMOS TV USE

May Rise to Counter Press

"PRESS opposition" to Gov. Adlai Stevenson and Sen. John Sparkman (D-Ala.), Democratic Presidential and Vice Presidential nominees, may turn their supporters to greater use of television, according to a District of Columbia party official.

Melvin D. Hildreth, Democratic national committeeman for the District, claims 87% of the newspapers, representing "the controlled press," are aligned editorially with Gen. Dwight Eisenhower, GOP Presidential candidate. Sufficient money to "use the expensive medium of television" was offered as the answer "so our candidate can show his superiority."

'McCall's' Awards

JUDGES for the second annual *McCall's* "Awards to Women in Radio and Television," announced last week, include: Elizabeth E. Marshall, winner of last year's award and vice president of the Central Area of American Women in Radio and Television; Irene Dunne, motion picture and TV actress; Dr. Earl J. McGrath, U. S. Commissioner of Education; Mrs. Oscar A. Ahlgren, president of the General Federation of Women's Clubs.

EDWARD R. MURROW, CBS Radio and Television news commentator, received the annual Arts and Letters Award of Air Force Assn. for 1952 at a banquet in Detroit last Saturday.

NETWORK SHOWS

Chi. Meet Set Sept. 9

CHICAGO residents of radio and television row, long concerned over the decline in network originations there, plan a mass organizational meeting in the Civic Opera House the night of Sept. 9. Called by the recently organized Chicago-area industry promotion group, Chicago Unlimited, the meeting will bring together all elements in both industries at ABC's Civic Theatre Studio.

Chicago Unlimited was established earlier this year as a nonprofit organization to promote Chicago as a broadcast center and exploit its production facilities and talent to network headquarters, agencies and advertisers. The group hopes for help from civic groups, such as Chicago Assn. of Commerce and Industry and the State Street Council. The latter includes merchants of stores on that street.

The original program, overly-ambitious in concept, reportedly has been cut down, with emphasis now on a more generalized public relations campaign. A financial goal of $25,000 was set by organizers to pay an executive director $10,000 yearly, the remainder to maintain his office and costs of promotion.

By last week, more than $10,000 had been subscribed by individuals and companies, with Wilding Pictures, for example, donating $1,000, and *Television Forecast* and American Federation of Radio Artists, $500 each.

RADIO TALKATHON

Schmitt Invades Milwaukee

LEONARD SCHMITT, vying for the seat of Sen. Joseph McCarthy (R-Wis.) in the upcoming Wisconsin primaries Sept. 9, last week carried his radio Talkathon campaign into Milwaukee.

Initially, Mr. Schmitt, an attorney, started in Appleton, using facilities of WHBY, plus four other stations. Last Wednesday, at 8 p.m. CST, he undertook a 26-hour marathon on six of Milwaukee's seven radio outlets, talking himself out and setting a new Talkathon record. He also appeared on WTMJ-TV.

So successful was Mr. Schmitt's campaign, which he launched in Madison a fortnight ago [B•T, Aug. 18], that Sen. McCarthy hastily called a strategy meeting among his advisors. Result: The Senator said he would not change his campaign plans.

There were reports, however, that Sen. McCarthy had laid plans for a major radio address on 31 Wisconsin stations Sept. 3 (Wednesday)—just to play it safe.

MAJOR shipment of electronic tubes by air being used by Louis M. Herman Co., Boston, distributor, to help dramatize expected fall boom in New England replacement tube sales.

at deadline

LEO BURNETT OPENS CANADIAN OFFICES

LEO BURNETT, Chicago, opens new Canadian office, Leo Burnett Co. of Canada, in Toronto this week. George B. Macgillivray, former executive with Kenyon & Eckhardt Ltd., Toronto, is vice president and manager of new Burnett affiliate. He is former world brands manager of Lever Bros. Ltd. Staffers include Stanley J. Izon, service manager and assistant, formerly of K. & E. Toronto; Ernest J. Trottier, production department manager, formerly of McConnell Eastman & Co., and Ralph Draper, media manager, also from K. & E. First account is Canadian advertising on all Kellogg products. Offices are at 170 Bay St.

RADIO OUTPUT DECLINES DUE TO PLANT HOLIDAYS

PRODUCTION of radio receivers dropped to 441,736 sets in July, when factories closed for two-week vacations, according to monthly figures of Radio-Television Mfrs. Assn. TV production totaled 198,921 sets in July, according to RTMA, whose data cover entire industry.

Radio output was 5% under same month year ago but TV figure was up 34% over July 1951. Of July radio production, 203,868 were home sets, 81,353 portables, 95,220 auto and 61,295 clock radios. Of home sets, 20,516 had FM tuning, with 3,021 TV sets having FM broadcast tuning.

Production for first seven months of 1952 follows:

	Television	Home Sets	Total Radio
Jan.	404,933	288,723	632,455
Feb.	409,337	312,705	759,453
March	510,561	357,689	975,892
April	322,878	286,164	847,946
May	309,375	288,927	748,344
June	361,152	297,669	874,253
July	198,921	203,868	441,736
Total	2,517,157	2,034,745	5,280,079

FELLOWS SAYS TV IMPACT WON'T HURT RADIO VALUES

TELEVISION isn't apt to lower value of good radio stations, NARTB President Harold E. Fellows told District 17 broadcasters at Friday luncheon in Portland, Ore. Delegates met with City Club of Portland (early District 17 story page 31).

Speaking on topic, "Television Is Coming to Our City," Mr. Fellows predicted nearly every home in nation will have at least one video signal within few years; that TV rates won't go down but more circulation will be given advertisers; magazines will be affected by TV more than newspapers.

Radio revenues were up last year even in TV markets, according to Mr. Fellows, citing FCC revenue data. He advised caution in investing capital in TV enterprises.

FILE FOR RELAY CHANNELS

APPLICATION for two new northbound television channels from Dallas and New Orleans to permit network originations from those cities—including Cotton Bowl and Sugar Bowl football games Jan. 1, which is scheduled completion date—filed with FCC Friday by AT&T. Dallas channel would interconnect with AT&T transcontinental microwave system at Omaha; channel from New Orleans, at Jackson, Miss. Facilities will be available for occasional service only.

N. Y.-WASHINGTON RELAY

AT&T has completed outside construction work on radio-relay chain between New York and Washington which early this fall will replace coaxial cable connection between these cities for TV program transmission, telephone company announced over weekend. The 230-mile microwave route, with signals transmitted via 11 relay stations, will serve Philadelphia and Baltimore as well as two terminal cities.

Business Briefly

(Continued from page 5)

sponsorship by Democratic National Committee.

MEMPHIS SPOTS ● Lincoln-Mercury, through Kenyon & Eckhardt, N. Y., preparing schedule of radio spot minutes and chainbreaks, starting Sept. 29 for four weeks in Memphis district.

PROPRIETARY SPOTS ● Pinex Co., Fort Wayne, Ind. (cough syrup), starts transcribed radio spots in 33 northern markets for 21 weeks from Oct. 13. Others to be added in January. Agency, Russel M. Seeds Co., Chicago.

DODGE TRADEMARK ● Grant Adv., N. Y., for Dodge cars has commissioned Phil Davis Musical Enterprises to originate 60-second musical trademark for new 1953 Dodge.

SERUTAN SPONSORS ● Serutan Co., Newark, to sponsor Victor H. Lindlahr program of diet commentary on NBC radio (Mon. through Fri., 8:15-8:30 a.m., EDT) starting Sept. 8. Agency: Franklin Bruck Adv. Corp., N. Y.

BREAK BANK RENEWS ● Bristol-Myers Co., N. Y. (Ipana ammoniated-chlorophyll toothpaste and Sal Hepatica), renews *Break the Bank* on CBS-TV (Sun. 9:30-10 p.m.). Program is on 27 stations live and on kinescope in 25 other cities. Agency, Doherty, Clifford & Shenfield, N. Y.

TONI RENEWS ● Toni Co., Chicago, renews *It Happens Every Day* on ABC radio, effective Tuesday, and moves show into new time periods (Tues. and Thurs., 2:35-40 p.m. and 10:35-40 p.m. EDT). Agency, Tatham-Laird, Chicago.

CONTRACT FOR BOUTS

CONTRACT by which Cayton Inc., producer of Chesebrough Mfg. Co.'s *Greatest Fights of the Century*, Friday night film show on NBC-TV, acquires TV film rights for five years to bouts of International Boxing Club, announced Friday by William D. Cayton, president of agency. Contract is with Sports Films Inc. Quarter-hour format is to be changed: Instead of films of old fights, it will present films of more recent bouts involving contestants scheduled to fight in near future.

PEOPLE . . .

DAVID G. WATROUS, advertising director of Parker Pen Co., Janesville, Wis., joins Tatham-Laird agency, Chicago, Sept. 15, as account executive. George A. Eddy succeeds him.

PATRIC RASTALL shifts at ABC Chicago from network sales service manager to network AM salesman. He's replaced by Edward Bishoff, former assistant, who will work with Henry Schaefer, formerly of WENR-TV ABC sales.

STEPHEN F. KEEGAN, vice president in charge of production for Allied Video Inc., N. Y., television production firm, to Palladium Radio Productions Inc., N. Y., as account sales executive in charge of *Planet Man*, transcribed radio series.

DEWITT COPP and **WENDELL S. GIBBS,** writer and producer-consultant, respectively, have joined Kudner Agency, N. Y., copy staff and are assigned to Republican National Committee.

ROBERT G. CRIAR, radio and television producer with Kenyon & Eckhardt Inc., N. Y., and previously with Maxon Inc., N. Y., as associate producer, to WINS New York as program director.

DR. ALLEN B. DuMONT, president of Allen B. DuMont Labs. Inc., to speak at "kickoff" dinner of Pittsburgh Radio-Television exposition Sept. 8 at Webster Hall Hotel in Pittsburgh. Exposition will run from Sept. 9-13.

J. ARTHUR WEST, independent television film writer and consultant, to Wilbur Streech Productions, N. Y., entertainment and commercial film producers, as director of client relations.

TV APPLICATIONS AMENDED

NO new TV station applications were filed at FCC Friday [see TV APPLICATIONS, page 60], but two applicants amended their already-amended applications and two existing stations want to make changes in power and antenna height, respectively. Following are amended applications and changes sought:

WANE Fort Wayne, Ind. (modification of application), UHF Ch. 69, ERP 99.1 kw visual, 49.55 kw aural; antenna height above average terrain 466 ft., above ground 484 ft. Estimated construction cost $197,900, first year operating cost $195,940, revenue $229,950. [For earlier application, see TV APPLICATIONS, B•T, July 28.]

†**WILK Wilkes-Barre, Pa.** (modification of application), UHF Ch. 34, ERP 250 kw visual; antenna height above average terrain 1,012 ft., above ground 243 ft. Estimated construction cost $397,500, first year operating cost $225,000, revenue $250,000. [For earlier applications, see TV APPLICATIONS, B•T, May 5, April 21.]

Change in Existing Stations

WJZ-TV New York, VHF Ch. 7, ERP 110 kw visual, 55 kw aural; antenna height above average terrain 1,378 ft., above ground 1,465 ft. Estimated cost of new transmitter and installation $250,900. (Change from ERP 16.3 kw visual, 8.15 kw aural.)

WTAR-TV Norfolk, Va., VHF Ch. 3, ERP 100 kw visual, 50 kw aural; antenna height above average terrain 759 ft., above ground 805 ft. Estimated cost of new tower about $200,000. (Change from antenna height above average terrain 367 ft., above ground 400 ft.)

†Indicates pre-thaw application which was re-filed.

THOMAS TO GET OUT VOTE

EUGENE S. THOMAS, vice president of George P. Hollingbery Co., N. Y., station representative, named chairman of Advertising Club of New York's Get Out The Vote Committee, and S. Q. Shannon, director of National Assn. of Greeting Card Publishers, co-chairman.

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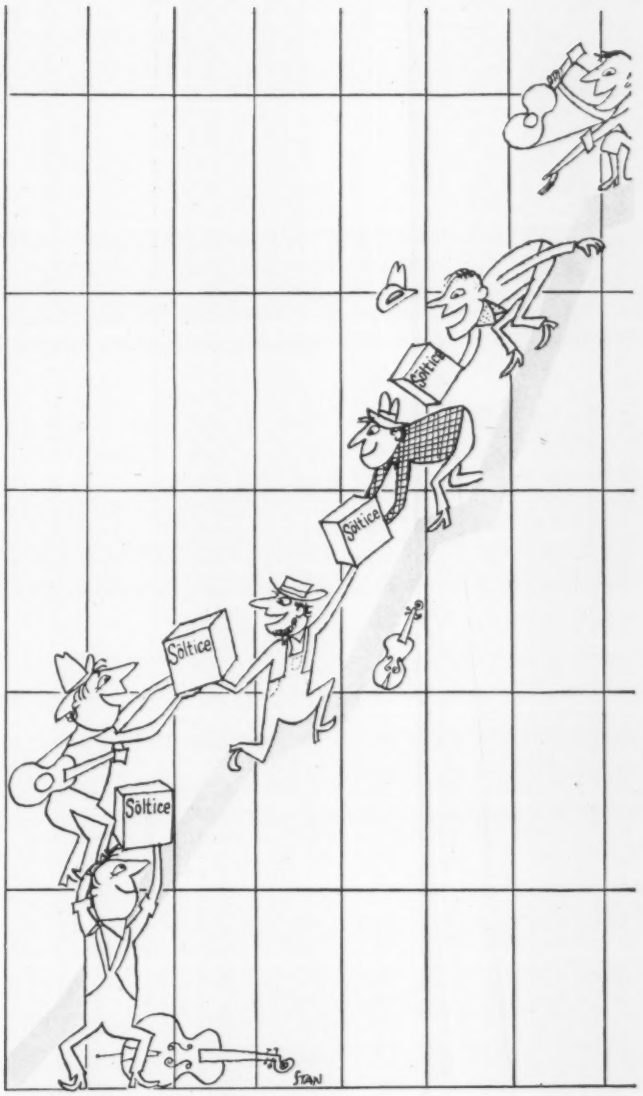

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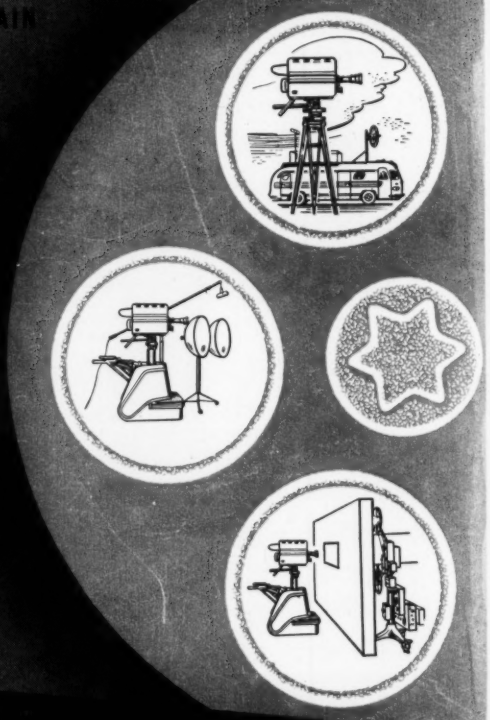

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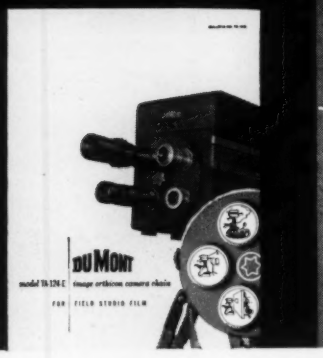

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